

## COMMENTS RE NAEB VIDEO PRODUCTION PROJECT

AGAINST THE PROJECT (17 Replies)

Loen Stone - 1. Wisdom of creating "through NAEB, another television program service competitive with NETRC, 2. Question whether "the stations can afford another service, or that NAEB can finance a service of any consequence from other than station funds," 3. "To the extent that NAEB will seek or accept underwriting financing of programs they are confusing the national image of educational television and creating a competition for the present program service which may decrease its effectiveness by far more than the value of new programs to be produced by or for NAEB."

John W. Taylor WTTW - Agrees with Stone.

Thomas Feir - "For years, the individual stations, working together with NET, have been complaining and are finally doing something about the matter of quality productions. It seems evident from the productions that we have received in the last year and a half and from what we were permitted to preview from next year's schedule, that NET is well on its way in providing a truly outstanding program service which very definitely responds to the needs of the ETV stations. I have screened innumerable kinescopes and tapes which several "Independent" ETV stations have either produced for their own distribution or acquired from other sources and, in all honesty, I have found little that was useful or could approach the newer NET products in quality."

"It seems obvious that a diversion of funds, such as NAEB proposal would seem to imply, could well be suicidal at this critical period."

Howard L. Johnson KRMA-TV - "It does appear to be in disagreement with some of the statements made at an earlier date regarding the activities of NAEB as they relate to the activities of NETRC.

"I sincerely hope that we do not enter into future conflicts regarding the designated responsibilities of these two organizations inasmuch as both have a very important role to play in educational broadcasting."

John C. Crabbe KVIE - "I urge that the vested interests in NAEB invite an objective analysis of the Association to determine whether its proposes are to encourage a strong educational broadcasting system in cooperation with all other agencies in the field, or whether those purposes are to preserve NAEB in competition with many other influences that have come on the scene."

Kenneth A. Christiansen WUFT-TV - "I think this is the kind of activity which diverts NAEB from its role as a professional organization. It seems to me much more realistic to think of staff time being devoted to interesting foundations or organizations in giving funds for establishing training programs than for the unreality of funds for production of programs that have no real guarantee of distribution. I am convinced that this production activity on behalf of NAEB diverts the image of National Educational Television. I think this activity properly rests with the Center."

Sheldon P. Siegel KAET - "I feel that the present service being offered by NET is more than sufficient to serve the present needs of affiliated ETV stations. I do not feel that the NAEB should establish and maintain a programming and production aspect of operations that in any way would lead to a dilution of efforts or drain off funds that may, in the future, be made available to potential underwriters for NETRC programming."

K. F. Lam - WFPK-TV - "WFPK is not able at the present time to go beyond our affiliation cost involved in NET membership for programming. So far NET has supplied us with satisfactory programming in sufficient quantity, quality and variety /"

Lee C. Frischknecht WMSP "There is already too much confusion in this country concerning the image of educational television. This move can only serve to deepen this confusion. The sources of financial support for our programming efforts are not inexhaustible. The establishment of a second service in competition with the existing one will, in my opinion, do more harm than good. Finally, a wide range of data on financial aspects and production problems is already in hand at NETRC."

Roy Barthold KUHT - "It was appropriate to declare us a professional oriented organization but it was not particularly necessary, because we already had become that. This production proposal does not seem consistent with the role NAEB has so carefully defined for itself."

"There can be only one long range purpose of the proposed project and that is head-on competition with NETRC for production money and for affiliations." "NAEB might go out in a new suit and snag a grant for a spectacular series. You would, however, be trading on what the stations and NETRC have established; and you would certainly be confusing prospective grantors for Center production."

Martin P. Busch KUSD - "(1) My Program Supervisor for radio and I have experienced increasing concern over the decline in number as well as variety of recent offerings of the NAEB Radio Network. Where at one time KUSD Radio was able to fill all of its non-live time with offerings from the Network, we now find ourselves depending quite heavily on BFA, BBC, and CBC to round out our daily schedule. For this reason, it would seem more appropriate to strengthen and bolster this important service rather than divert effort and money to ETV. (2) In view of the fact that most stations now provide about one-sixth of the cost of NETRC programs, the balance of the cost being provided by foundation or underwriter support, it doesn't seem that the stations can afford another service."

"However, should the NAEB divert its effort toward these projects, I would give it my full support, realizing that it is a production experiment and that NAEB is not committed to anything beyond that at the moment."

Otto F. Schlaak WMVS - "WMVS feels that the matter of NAEB entering into such contracts for ETV program production needs considerable research and study. We do not feel that there is sufficient need indicated at this time for such service by NAEB."

"...the stations cannot afford to underwrite another program source, and believe such work would create a disservice to our present network."

Hempen - KNME-TV - "If this experimental production is vital to NAEB, I am of the opinion that the television members stations should be contacted as to the desirability of such an action because the program needs of a non-commercial station can..be best reflected by the persons who are on the local scene. I, at that time was opposed to the idea, and still am opposed to it."

Burrell F. Hansen - Utah State - "Though the memo was very carefully phrased to emphasize the 'experiment'l' nature of such an undertaking there does appear to lie implicit in it somewhere the idea that a competing ETV Network is being considered. There are many criticisms--some justified, I am sure--of Net's operation. However, our educational resources, especially financial ones are probably not yet so numerous that competitive TV programming can be supported. If there are limitations of quality in present programs it is not apparent to me how a dividing of our resources into competitive programming would correct the problem. The 'closed corporation' aspects of NET's organization likewise is being criticized--I too, protest--but how will this 'experiment' alter that?"

"I can see virtue in an 'experiment'. From this memorandu, however, it is not clear to me what the experiment is really supposed to test. I'd like to know more about the hypotheses upon which it is based and which it will test. Too, I should appreciate a more explicit expression of the present problems, and of the real objective of the experiment."

"My preference generally, however, is for cooperation and combination rather than competition and diversification when resources are so hard to come by as they are in education."

J. Michael Collins WNED-TV - Discusses only by-passing of TV membership. "As Mr. Gunn mentioned, if the above is not brought to NAEB members for consideration, we will have to seriously evaluate our continued membership in NAEB."

Keith J. Nichbert WENH-TV - "I cannot support the NAEB Board of Directors plan. I would, however, welcome early action by the NAEB Board encouraging and providing the means by which stations might exchange educational television series, from station to station, on a free exchange basis."

James M. Morris - KOAC-AM-TV - "Two competing organizations which seek to speak for a group of stations in the search for program material and for donors of production funds cannot help but confuse the 'image' of educational radio or educational television." "The strength of the radio network is in having one strong organization, not two competing services. Likewise the strength of the ETV network is in having one group of affiliates and one central approach to the dollars with which to produce network programs. It seems to me that the affiliates and the NETC have a good working agreement on this approach for such production funds. NAEB entry into this field could only confuse the problem for everyone concerned." "I would also be concerned about the idea of seeking donor participation and production of a series without the additional commitments regarding duplication and distribution."

CHANNEL  
STUDIOS—UNIVERSITY OF WASHINGTON



TRANSMITTER—EDISON TECHNICAL SCHOOL

KCTS-TV

SEATTLE 5, WASHINGTON

August 2, 1962

RECEIVED  
NAEB HEADQUARTERS

AUG 6 1962

7 8 9 10 11 12 1 2 3 4 5 6

Bill Harley  
NAEB  
Washington, D. C.

Dear Bill:

I guess I had not understood the anguish I had caused you over the television program matter, and I sincerely apologize -- for your friendship and your effectiveness in your job are of far greater importance than is this particular matter.

I made a report to the television stations in my region -- which I felt was my responsibility as their elected representative. And I sent you a copy of that so you wouldn't think I was carrying on behind your back. When you sent out a statement to all the members telling of the Board action and reporting what I thought to be but one side of the story, I thought it proper to turn out a "minority report". Mine went only to the television stations -- not to the full membership. I also sent you a copy of that letter.

I suppose, Bill, the thing that had me most disturbed was that I believed the Board was flying in the face of what I am positive were the wishes of the majority of the educational television stations. We have a well developed form of democracy in the State of Washington which provides for both initiative and referendum procedures, by which matters can be referred to the citizenry, themselves when there is reasonable doubt as to the citizens' approval of legislative action or lethargy. I see nothing undemocratic in the NAEB Board referring a matter of the importance of this one to the stations.

When the stations believed they needed some mechanism other than the NETRC aegis through which they could work together on some of their common problems, NAEB appeared to offer a solution through the creation of the Television Board. If the first matter of real importance to the television stations is to be decided in light of the interests of the entire NAEB membership and contrary to the interests of the station group, then NAEB is not providing the forum for the television stations they need.

And now I see where it is proposed to re-structure NAEB so the television stations have even less say in what NAEB does for and to the stations. This may be a practical solution to what the group conceived to be NAEB's problems, but I don't think it is going to provide a mechanism to meet the specialized needs of the television stations. It looks to me like NAEB may force the stations to create some sort of organization of their own to meet their non-NETRC problems.

I wonder if NAEB isn't trying to be ~~so many~~ things, for so many people that it is taking on more activities than it can do well. As we take on more projects we must have more money -- as we need more money we rush into activities that might provide us with funds but perhaps are not in the direction of the needs really to be served for our members. In fact I guess we don't really know who are members are or should be, or what we should be doing for them. Are we a trade association or a professional association, or both; and what memberships should we serve and how.

I'm really not trying to be pessimistic -- but practical. I'm not used to operating on someone else's money, but having to produce something useful for the income derived. I think NAEB should find what it can do for its members within the income that membership will produce. The membership is not entitled to any more unless it is willing to pay for it. When it pays for what it gets, it will have the right and the incentive to make sure it is doing for itself, through its association, those things which really need to be done -- not just going through a ~~series~~ of motions because they appear necessary to keep up with someone else.

So you won't think I am just sour on NAEB (although you will undoubtedly conclude that I am so out of touch with things, way out here in Seattle that I don't understand all the events and their significance that compel the actions that are being taken -- and you are probably right) I am enclosing a copy of a letter I have written to Jack White, that is part of a current exchange between us. This is not part of a "hot mimeograph" campaign like a friend of ours carries on -- you are the only recipient of this copy, and it is for you, alone.

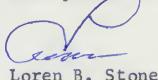
I suppose I shouldn't be so pessimistic, I just returned from a good couple of weeks of vacation and feel fine. Also my ego is in good shape at the moment for I have recently turned down a most flattering offer to take over a commercial television and radio station operation -- but what the heck, I have served my apprenticeship on that circuit and know that I don't want to get back into that sort of a rat-race. I enjoy the things I am doing and the people I am working with, both locally and nationally too much to leave. I got out of the commercial business because I finally found that my health and sanity were worth a lot more than money. Incidentally this is not something I want publicised, for I am not trying to brag about it. I tell you about it only so you won't think I am just a tired and discouraged guy.

And Bill, I am not trying to discourage you, for there is no one in this business for whom I have a higher personal regard -- and I consider myself in part responsible for having pressured you into taking on the NAEB job.

How can I best help you.

8

Best personal regards,



Loren B. Stone

August 2, 1962

John F. White  
NETRC  
10 Columbus Circle  
New York 19, N. Y.

Dear Jack:

Thanks so much for your most courteous and detailed reply to my letter of July 13th. In looking now at my letter I see I should have tried to spell out my point of view more fully -- but I was trying to get several things off my chest before I took off for some vacation and I guess I belong to the school which says "if you can't say it in one page, don't say it".

I am understandably pleased that the members of the FCC and their staff are as interested in and friendly to educational broadcasting as they currently appear to be -- but I expect some substantial part of their enthusiasm for us is that we are moving in the direction they want broadcasting to move. But what happens to us if we don't move as fast or as far as they wish us to move.

I am most disturbed by the story in the current (July 30) issue of BROADCASTING which, on page 5, reports that the FCC staff has urged a regulation which would require all educational stations to carry political broadcasting. If the FCC could require us to carry political broadcasting they could require us to carry -- or not to carry -- almost anything else they desire, and we would no longer be locally controlled facilities responsible to our own communities and to the schools which created us, but to the bureaucracy in Washington.

Part of my concern about the "network concept" of the Center grows out of my honest belief that if the educational stations are to continue to be "educational" they have to be related to the educational institutions of the individual communities and responsive to them. To the extent that we divest ourselves of increasing degrees of control to someone else, whether the FCC or NETRC, we are moving away from the local control which I believe to be so necessary.

Before you finally decide that you want to be a "network" within the FCC meaning you should read the FCC Report on Chain Broadcasting, Commission Order No. 37, FCC Docket No. 5060, May, 1941. Do you really want to subject your operation to the type of regulation the networks now have and will have in the future? The Commission will control you, if only through the station licensees, just as they now control the commercial networks. How will you justify the territorial

exclusivity you now maintain -- wherin you will not offer service to a station which lies within the Class A contour of an existing affiliate. We have every freedom now to take or not to take programs from NETRC that a station does in purchasing from a package producer. Why should we and you be saddled with the "network" regulations when we are not inter-connected.

Our friend Mr. Minnow is now talking about adopting the industry codes and having them applied by the FCC against licensees. He will next be asking the educational stations to subscribe to the NAB Code. That will be like asking the text book manufacturers to agree to a code governing the publishers of comic books. But it is no more ridiculous to suppose the FCC might pressure us into such a code than that they would require WTTW to participate in the station hearings in Chicago. John Taylor and his staff did a fine job of presenting the story of educational broadcasting, but why should they have been forced to go to the time and great expense of preparing such a case. I really fear getting too close in bed with the FCC. They cannot escape having the bureaucratic point of view which has to control and direct those they regulate.

I realize, Jack, that from your vantage point you do not see that NETRC is exerting control over the stations -- but there is this control developing in increasing amounts, and the potential for more control is great. The power you can wield with money is a corrupting one -- it can easily corrupt the judgment of a station in the kinds of programs it should broadcast. When you get an underwriter for a program series -- and particularly if the underwriter will also provide funds for extensive promotion of the series, it becomes most difficult for a station to make an objective judgment as to the desirability of that particular series in its schedule. And if you further get strong national promotion for the series, few stations could turn the series down.

As the Center becomes increasingly dependent on underwriting help by industry the percentage of programs which constitute borderline decisions for some stations will increase. You will not be able to get underwriting unless the underwriter is assured that a large number of stations will broadcast the series. The responsibility will be yours to get as many stations as possible to run a series, to make sure it can be underwritten. This direction can only end in a need for some form of "option time", for you will have to deliver stations to satisfy the needs of underwriting. And I see little difference whether you require stations to deliver time through contract or coerce them by offering better quality or greater quantity with underwriting than without underwriting.

Now believe me, Jack, I do not in any way question your sincerity or determination to do the very best job you can for educational broadcasting. No one -- and I sincerely mean that -- no one has worked harder to develop healthy stations and good programs than you have in these past few years. But I am seriously concerned about the judgment

of those on the Center staff who see the underwriting road as the future of educational television. Our station was not conceived to be a vehicle for public service promotion for anyone -- not our schools, not our social agencies, and certainly not for business.

I know that your present and sincere posture is that you will accept underwriting only for those programs which fit your idea of good programming. May could not buy any other kind of programs from you or your staff. But Jack the availability of underwriting funds or the needs or desires of the underwriters cannot help but lower the standards of programming, just as it has done -- not to the same degree, obviously -- in commercial broadcasting. A great many commercial broadcasters are just as fine and just as sincere people as we are. They want to provide good programming for their audiences but have gradually been forced -- little tiny bit by little tiny bit -- to take programs below their standards because these programs are the ones which can be supported by advertisers. We will ultimately find ourselves in this same position of lowering our standards bit by bit to accept those programs or the modifications of our own program ideas which are acceptable to our underwriters.

We talked in one of our recent affiliate meetings about not accepting Coca Cola, for example, as an underwriter for children's programs, for this would be too "commercial". But I see by the SPONSOR article that IBM is underwriting a series on Computers; that American Cyanimid is presenting a science series; NAM one on American Business; Mead Johnson the Family Doctor; the AMA on You and Your Doctor; a number of Swedish companies underwriting a series on life in Sweden, etc., etc. This, in my opinion, is the height of commercialization.

Some way must be found to provide the kind of service the stations can use without our selling ourselves and our audience out to the underwriters. The stations and the communities must learn that they have to support these stations -- that they cannot be supported forever by either Uncle Sam or Uncle Henry -- and that the local stations and their communities must be content with the kinds of programs, whether produced locally or nationally, that the stations and the communities can and will pay for. There is really no other way.

I know your activities in New York have produced some spectacular results in terms of fund raising for the Center both with the Foundation and with business and industry. It has taken this to support the kind of an operation which you think is important and necessary for educational television.

I do not desire either the stations or the Center to be poor, but I do sincerely believe that neither the stations or the Center will survive if they lose their integrity as educational facilities. Harvard may have large endowments that are in part provided by business and industry but they do not have a Chair by IBM, nor one by the AMA -- nor one by Mead Johnson or by World Book, etc.

Part of the fundamental difference between our points of view, Jack, arise out of our different station background -- you come from a community supported station. I strongly believe that the only stations which will long survive and be healthy are those which are fully institutionally supported. The stations which depend on their audiences for large parts of their income require quite a different type of

programming than do the institutionally supported stations. It perhaps is to some extent the difference between the Chautauqua and a college. We don't support other parts of our educational establishment by passing the hat -- and I don't think we will support a strong group of educational television stations very long by the same technique. Look around at what has happened to symphony orchestras throughout the country as compared with public libraries and decide how you want these stations to be nourished. If the stations are to be really parts of the educational communities they can and will be supported as the communities support education. If the stations are to be alternate program services to the commercial stations and are essentially cultural institutions, then they will probably maintain the status of museums, art galleries and symphony orchestras.

I think every effort should be expended toward helping the community stations find a basis of support from the educational establishments of their communities, rather than continuing to encourage them to remain "fund raisers". Sure it may be fashionable for awhile for all the civic leaders and their wives to take on the educational television station as the current "pet charity" but what happens to the station when this interest turns elsewhere, as it ultimately will.

The dependence on income strictly from the educational establishment may mean a lower level of income than some stations presently "enjoy", but it may mean a longer and more stable life for the stations than their present course. And Jack, I think the same thing perhaps applies to the Center. You are gathering together a great amount of money from the Foundation and from business -- and you are spending a tremendous amount of money to operate an enormously expensive operation in New York. The educational establishment of the country apparently cannot afford the type of operation you have developed, for it takes financing essentially from others. As you fulfill your credo that your function is not to make money but to spend it, I think you are leading the stations down the garden path. Perhaps we should be having more meat and potatoes -- if that is our real station in life -- and not be deluded by all the cake and frosting. I realize I sound like the "poor but proud" moralist but the old virtues are not entirely outmoded.

The Center has not really ever tapped the program potential among its member stations -- programs that are both good and far less expensive than most of those produced by the Center. Your staff will never find these programs and make use of them as long as you and they are striving to be the "fourth network"

Well, this communication has gone on long enough. Why don't you come by Seattle some time before the Fair is over, on one of your swings to the Coast. We could spend an enjoyable and profitable evening talking more on this. You know, Jack, I have the highest respect for your integrity and your energy. You are doing a magnificent job of achieving what you believe to be your necessary goals. I just happen to believe you have your sights set in some directions that will not produce the best long-range results for the stations or educational television, generally.

Best personal regards,

Loren B. Stone

KUHT EDUCATIONAL TV - channel 8

**UNIVERSITY OF HOUSTON**  
**HOUSTON 4, TEXAS**

CAPITOL 4-0141

July 23, 1962

Mr. William G. Harley  
President, NAEB  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Bill:

Your memo of May 25 (re: experimental TV production) bobs up whenever I disturb the stack of "things I ought to do something about, but probably won't." I will take a belated shot at it.

In recent years NAEB has adapted well to a rapidly changing environment and has been alert to new aspects of educational broadcasting and to attendant new problems. "It was appropriate to declare us a professionally oriented organization but it was not particularly necessary, because we already had become that. This production proposal does not seem consistent with the role NAEB has so carefully defined for itself."

"There can be only one long range purpose of the proposed project and that is head-on competition with NETRC for production money and for affiliations," regardless of the disclaimer, "This does not contemplate the setting up of any regular system of distribution and production." There could be a short range needling thing going but this is too young a business for that kind of boat rocking to be tolerated, and I can not think for a moment that you regard this proposal as a needle.

The national program service has some deficiencies, but for my part I only wish that any other segment of our operation had so few bugs. NAEB might go out in a new suit and snag a grant for a spectacular series. You would, however, be trading on what the stations and NETRC have established; and you would certainly be confusing prospective grantors for Center production.!!

I'm ag'in it.

Sincerely,

*Roy Barthold*  
Roy Barthold  
Manager

RB/jc

RECEIVED  
NAEB HEADQUARTERS

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RECEIVED  
NAEB HEADQUARTERS

UTAH STATE UNIVERSITY

DARYL CHASE, PRESIDENT  
LOGAN, UTAH

JUL 23 1962

RADIO - TELEVISION AM PM  
7|8|9|10|11|12|1|2|3|4|5|6

July 19, 1962

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

In Re: Memorandum of May 25, 1962

Dear Dr. Harley:

Though this response is likely too late to have any effect upon what is undertaken in the way of an NAEB project in TV program production I should still like to register several impressions in this regard:

"Though the memo was very carefully phrased to emphasize the "experimental" nature of such an undertaking there does appear to lie implicit in it somewhere the idea that a competing ETV Network is being considered. There are many criticisms--some justified, I am sure--of NET's operation. However, our educational resources, especially financial ones are probably not yet so numerous that competitive TV programming can be supported. If there are limitations of quality in present programs it is not apparent to me how a dividing of our resources into competitive programming would correct the problem. The "closed corporation" aspects of NET's organization likewise is being criticized--I too, protest--but how will this "experiment" alter that?"

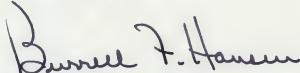
If the purpose of the project is to ascertain possible new areas of financial support and to discover possible new programming resources, then it could well have legitimate and significant value to ETV.

The possibility, however, of eventually having two educational network organizations competing for the philanthropies and beneficences of the same or similar donors could do, I feel, great harm to the cause of ETV. "If the educators are in disagreement and at war among themselves, then let's give to neither" idea could likely result in a serious loss to ETV specifically and education generally.

" I can see virtue in an "experiment". From this memorandum, however, it is not clear to me what the experiment is really supposed to test. I'd like to know more about the hypotheses upon which it is based and which it will test. Too, I should appreciate a more explicit expression of the present problems, and of the real objective of the experiment."

Already we are confronted in radio-television with too many over-lapping organizations--all needing, all evidently deserving of our financial support. I favor the heightening of quality whether in programming, organizational efficiency, or more effective utilization of resources. "My preference generally, however, is for cooperation and combination rather than competition and diversification when resources are so hard to come by as they are in education."

Sincerely,



Burrell F. Hansen  
Chairman, Radio-Television

BFH:bc

University of Washington  
Seattle 5, Washington

July 5, 1962

MEMO TO: Dick Hull  
Ray Hurlbert  
Bill Harley

Gentlemen:

You must all realize that I have been most extraordinarily quiet for the last few weeks. But then, a man about to go under the waves for the last time isn't usually found shouting a lot of advice to others. Now that I've finally found a quiet eddy in a flood of work, I'm starting to dry out a bit and look around again. But it's temporary. I leave in the morning for summer camp in Utah.

My specific purpose in writing this short note is the recent flap over the TV production action taken by the NAEB Board at its Columbus meeting this spring. I haven't been at all oblivious to the repercussions that followed, and several times had stationery in the typewriter to fire my own salvo at the insurgents (one of them was holed up within rifle range of here, at that.) It's just as well I didn't, as your joint memo of June 12th said most of what I had in mind more temperately than I would have been likely to phrase my reaction. Your memo arrived the day my masterpiece was finally finished, so the full text of what I had to say on the matter was lost to posterity. The truth was finally out.

Therefore, congratulations to each of you. I do regret that I was not included as one of the writers, as some of the heaviest fire was directed at the upstarts on the Radio Board, and I feel I should have spoken up for them.

I would also have liked to add one additional point to your memo...the fact that the original proposal emanated in the Development Committee and was presented for Board action as a revenue producing measure for the NAEB. While some Board members may have seen broader implications in the action, I'm sure that most of those who did not participate in the TV Board discussions accepted the whole proposal at face value and voted upon it for its revenue potential."

Again, congratulations for a job well done. The President and the Board owe apologies to no one for their actions, although I suspect that a couple of individual members of the Board might well examine their consciences with apology in mind.

Good summer to you all--and keep me in mind the next time there is a good fun session in prospect.

Sincerely,

RECEIVED  
NAEB HEADQUARTERS

JUL 10 1962

Ken Kager, Chairman  
Radio Board

KK:mes

AM PM  
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UNIVERSITY OF MISSOURI  
COLUMBIA

June 29, 1962

EXTRA-DIVISIONAL ADMINISTRATION  
INSTRUCTIONAL TELEVISION  
4TH FLOOR JESSE HALL

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Dear Bill:

This is in delayed response to your memorandum of May 25, regarding "Experimental Television Production." I'm in favor of grants in general and am delighted particularly when they are designed to support worthwhile educational programs. We at Missouri would be interested in knowing more about the domestic project, but would have difficulty doing anything with the foreign film project. While our facilities are heavily committed next year to completing eleven regular university courses on video tape under a partial grant from Ford, we would like to be kept informed as to your further plans.

Best regards.

Cordially,



Barton L. Griffith, Director  
Instructional Television

BLG:jh

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NAEB HEADQUARTERS

JUL 2 1962

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RECEIVED  
NAEB HEADQUARTERS

PLEASE ADDRESS

P.O. BOX 17

JUN 29 1962

AM 7|8|9|10|11|12|1|2|3|4|5|6  
PM

riverside school, front street schenectady 5, new york fr 7-8517

June 25, 1962

Mr. William G. Harley, President  
National Association of Broadcasters  
Dupont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Dear Bill:

As you know, we have been on the air just about a month now and our station is not equipped for production. Along with this we are in the throes of a fund drive that is not doing well. For these reasons I must beg forgiveness for a belated reply to your request for an opinion on the decision taken by the NAEBoard.

Apparently this decision has stirred up a good deal of controversy, and I feel somewhat like an outsider being asked for an opinion. I must say at the outset, however, that my immediate reaction, "since NAEBoard leadership has been approached by groups interested in underwriting ETV programs, would be that in the interests of its membership it might very well contact those stations which are capable of producing such programs to see if there is interest"--that apparently is what you are suggesting as the first possibility in your letter of May 25.

Secondly, since NAEBoard has offered a service to its individual members in job placement, why could not the same approach be used for contract placement? I think the same approach could be used for the film documentary series you suggest under Item 2 as regards film production--for there are a number of the larger ETV stations already equipped for this type of production and having NAEBoard headquarters, which represents us, taking over the responsibility for production would, I feel, constitute a kind of competition with individual stations.

Judging from what is stated in your letter of May 25, it would seem to me that a decision of the TV Board could have been reached before the entire Board had the opportunity to pass judgment--since, in reality, this is a consideration of more immediate interest to the TV Board and less to the radio members.

I appreciate the opportunity to react--even if somewhat belatedly. I hope I have been of some help in my answer.

Sincerely,

*Don*  
Donald E. Schein  
Manager

DES:ea

cc: RS Burdick L Martin Jr  
HN Gunn Jr KJ Nighbert  
RB Hull L Stone  
RD Hurlbert D Tavaner

*mohawk-hudson council on educational television*

UNIVERSITY OF ALABAMA  
EXTENSION DIVISION  
UNIVERSITY, ALABAMA

BROADCASTING SERVICES  
U. OF A. TV—WUOA (FM)

June 20, 1962

BOX X  
TEL. PL 2-7441  
EXT. 416

Mr. William Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Bill:

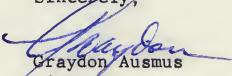
Re your memo of May 25 ---

I have always felt that it would be desirable to have more than one source of programs in educational television.

That is as far as I can go since you do not indicate which subject areas are being considered.

You have my full blessings -- and confidence.

Sincerely,

  
Graydon Ausmus  
Director

GA:sb

RECEIVED  
NAEB HEADQUARTERS

JUN 22 1962

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1



# THE OKLAHOMA EDUCATIONAL TELEVISION AUTHORITY

**KETA-TV**

CHANNEL 13 - OKLAHOMA CITY

**KOED-TV**

CHANNEL 11 - TULSA

June 15, 1962

P. O. BOX 2005  
NORMAN, OKLAHOMA

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Ave., N.W.  
Washington 6, D.C.

Dear Bill:

Your memorandum of June 12th, 1962 addressed to the ETV stations is a masterpiece.

Hartford Gumm, Loren Stone and others who seek to scuttle NAEB have been put in their place with some very straight-forward but dignified answers that defy rebuttal.

|| This business of relegating NAEB to a place of second class citizenship in the ETV world must stop. NAEB must continue as THE educational broadcasting organization in this country. ||

Please be assured of my continued support. I shall do everything possible to bring Region V into line and this includes Howard Johnson ( God rest his soul ).

As ever,

John W. Dunn, Director

cc: Dick Hull; Ray Burlbert

RECEIVED  
NAEB HEADQUARTERS

JUN 18 1962

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# WENH-TV

Channel 11

DURHAM, NEW HAMPSHIRE

NEW HAMPSHIRE  
EDUCATIONAL  
BROADCASTING COUNCIL

June 22, 1962

NEW ENGLAND  
EDUCATIONAL TELEVISION  
NETWORK

Brewster Academy  
Cordigan Mt. School  
Colby Junior College  
Dartmouth College  
Department of Education  
of the Catholic Diocese  
of Manchester  
Emerson School for Boys  
High Mowing School  
Holderness School  
Keene Teachers College  
Kimball Union Academy  
Mt. St. Mary College  
New Hampton School  
Phillips Exeter Academy  
Plymouth Teachers College  
Proctor Academy  
Rivier College  
State Department of Education  
St. Anselm's College  
St. Paul's School  
Tilton School  
University of New Hampshire  
Association of  
School Superintendents

Mr. William G. Harley  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Bill:

I should like to go on record in complete agreement  
with Loren Stone's stand on the NAEB proposal to enter  
into ETV production.<sup>11</sup> I cannot support the NAEB Board  
of Directors plan.<sup>11</sup>

<sup>11</sup> I would, however, welcome early action by the NAEB  
Board encouraging and providing the means by which stations  
might exchange educational television series, from station  
to station, on a free exchange basis.<sup>11</sup>

Sincerely,

*Keith J. Nighbert*  
Keith J. Nighbert  
Manager

KJN/vr

cc: Hartford Gunn  
Raymond Hurlbert

RECEIVED  
NAEB HEADQUARTERS

JUN 27 1962

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PM

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF THE REGIONAL DIRECTOR

Radio Stations KFKU-KANU  
The University of Kansas  
Lawrence, Kansas

June 15, 1962

Mr. R. B. Hull, Chr., NAEB Board  
Mr. R. D. Hurlbert, Chr., TV Board  
Mr. W. G. Harley, Pres.

Dear Dick, Ray, and Bill:

Not being the manager of a TV station I did not receive whatever inspired your memo of June 12 to the ETV managers but I want to commend you for your reply, and especially to say "Amen" to your comment that radio directors Miles, Browne, Press and Paulu are all heavily involved in ETV activities.

Even if this were not so, it is in the nature of organizational procedure that the Board of Directors should possess the authority to act in executive capacity for the body else why have a board! It seems to have become fashionable to call "cavalier" or "capricious" any decision that runs counter to the wish of a vocal minority.

The matter in question was discussed thoroughly. All parties in interest had full opportunity to speak. The final vote with only two dissents speaks for itself. *jj*

*R. Edwin Browne*  
Sincerely,

*R. Edwin Browne*  
R. Edwin Browne  
Secretary

REB:rp

RECEIVED  
NAEB HEADQUARTERS

JUN 20 1962

AM 7 8 9 10 11 12 1 2 3 4 5 6  
PM

STATE UNIVERSITY OF SOUTH DAKOTA  
VERMILLION

June 12, 1962

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Como Avenue, N.W.  
Washington 6, D. C.

Dear Bill:

I was most interested in your communication of May 25th in which you briefed managers of ETV stations and closed circuit systems on the proposed authorization for you to contract for the package production of two educational television series on an experimental basis.

I have given this rather long and serious thought, and I, without perhaps having all of the information I should have, must at this time voice my skepticism and general disapproval of such a move which would involve the NAEB in such a project. I do so for two main reasons. (1) My Program Supervisor for radio and I have experienced increasing concern over the decline in number as well as variety of recent offerings of the NAEB Radio Network. Where at one time KUSD Radio was able to fill all of its non-live time with offerings from the Network, we now find ourselves depending quite heavily on BFA, BBC, and CBC to round out our daily schedule. For this reason, it would seem more appropriate to strengthen and bolster this important service rather than divert effort and money to ETV. (2) In view of the fact that most stations now provide about one-sixth of the cost of NETRC programs, the balance of the cost being provided by foundation or underwriter support, it doesn't seem that the stations can afford another service.

I realize that the two kinds of NAEB projects anticipated call for underwriting by private or governmental agencies. I also realize that an ETV station should have at hand all of the possible program sources it can get. However, at the moment I seriously doubt whether another production agency would serve to strengthen the existing service from NETRC, or for that matter, build a solid effort in this direction by NAEB on what would be a competitive basis. It would appear to me that such an undertaking might be justified sometime in the future when and if it is determined that one producing agency is not providing a sufficient number of variety of substantial programming.

These are my feelings. However, should the NAEB divert its effort toward these projects, I would give it my full support, realizing that it is a production experiment and that NAEB is not committed to anything beyond that at the moment.

RECEIVED  
NAEB HEADQUARTERS

Sincerely yours,

Martin P. Busch  
Director

KUSD Radio-TV-Film

JUN 14 1962

AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

# Milwaukee Vocational and Adult Schools



1015 NORTH SIXTH STREET  
MILWAUKEE 3, WISCONSIN

GEORGE A. PARKINSON, Director

**WMVS-TV**

"YOUR COMMUNITY STATION"

CHANNEL



OTTO F. SCHLAAK, Station Manager

BR oadway  
1-1550

June 12, 1962

Mr. William Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington, D. C.

Dear Bill,

Loren Stone has called our attention to the recent action of the Full NAEB Board in which they authorized you to enter into contracts for package productions of ETV programs.

Officially, <sup>11</sup> WMVS feels that the matter of NAEB entering into such contracts for ETV program production needs considerable research and study. We do not feel that there is sufficient need indicated at this time for such service by NAEB. <sup>11</sup> We are opposed in principle, and feel the matter should be given thorough study.

I personally agree with Loren that <sup>11</sup> the stations cannot afford to underwrite another program resource, and believe such work would create a disservice to our present network. <sup>11</sup>

Will you please give this matter your consideration?

Warmest personal regards,

Otto F. Schlaak  
Station Manager

OFS:rs

**RECEIVED**  
NAEB HEADQUARTERS

JUN 14 1962

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PM

MICHIGAN STATE UNIVERSITY EAST LANSING

TELEVISION STATION WMSB

June 12, 1962

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Mr. Harley:

This letter is in response to your memorandum of May 25, 1962, concerning the production of experimental television programs by NAEB.

I concur in the stated need for improvement in the quality and quantity of television program materials available to educational television stations. However, it is my opinion that the way to provide these services does not lie in duplication of effort such as you and the NAEB Board are suggesting.

My vote must be cast with the two NAEB Television Directors who felt that insufficient direction had been registered to warrant a move by NAEB into the production of television programs. On the contrary, it is my belief that the overwhelming majority of television station managers feel such action at the present time is not in the best interest of the movement.

There is already too much confusion in this country concerning the image of educational television. This move can only serve to deepen this confusion. The sources of financial support for our programming efforts are not inexhaustible. The establishment of a second service in competition with the existing one will, in my opinion, do more harm than good. Finally, a wide range of data on financial aspects and production problems is already in hand at NETRC.<sup>1</sup>

The relationship between NAEB and NETRC is, to be sure, a most unfortunate one. There has been talk of duplication of services in both organizations. I am firmly opposed to this type of action in both organizations. The primary services of each need to be delineated and strengthened. But duplication cannot be allowed to develop.

RECEIVED  
NAEB HEADQUARTERS

JUN 15 1962

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Mr. William G. Harley  
Washington 6, D. C.

--2  
6/12/62

In summary, I cannot disagree more with the action of the NAEB Board in authorizing an experiment in the production of television programs. I sincerely hope that this project will not be carried out.

Sincerely yours,

*Lee C. Frischknecht*

Lee C. Frischknecht  
Station Manager

be

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
1346 Connecticut Avenue, N.W.  
Washington, D.C.

TO: ETV Stations

FROM: R. B. Hull, Chr., NAEB Board; R.D. Hurlbert, Chr. TV Board;  
W. G. Harley, Pres.

RE: NAEB Experimental TV Production

DATE: June 12, 1962

It may be true that nobody wants to hear both sides of an argument except the lady next door. However, some points have been raised regarding the action of the NAEB Board that suggest the need for clarification.

1. The action of the full NAEB Board should not be interpreted as overriding the TV Board in this matter.
  - a. The TV Board met in advance of the full Board and voted for this motion: "That the NAEB President, on an experimental basis for a two-year period, be empowered to enter into contracts for package productions of ETV programs." This was approved with an amendment that the recommendation be submitted to a vote of the TV active members for their majority approval.
  - b. The full Board substituted and passed this motion: "The President of the NAEB is authorized to contract for the package production of two educational television projects on an experimental basis. This does not contemplate the setting up of any regular system of distribution and production. It does contemplate that the production in general would be subcontracted to NAEB members."

On the new motion--- considerably more restrictive than the original--- the majority of the TV Board voted with the other members of the full Board.

2. Authorization to conduct an experiment to produce two packaged program series is an expansion of existing NAEB activities rather than "a major alteration of NAEB policy." NAEB has been producing programs for years, via contracts to members in the grants-in-aid program, and directly, (Jeffersonian Heritage, People Under Communism, Ways of Mankind, Washington Report, Washington Special, etc.). This will be the first time the Association has produced television programs, but a modest trial run to test the value of such an activity is not the same as "a determination by NAEB to engage in television production." Whether such a course should be followed as a policy is what the test is designed to determine. Such

determination will be made after the test results are in. If the results are negative, that's the end of it. If the results indicate such an activity is needed and is feasible, a decision will need to be made at that time as to NAEB's course. This is clearly an experiment to provide data for subsequent judgment; no policy has yet been established in this matter.

3. The action of the full Board was not "undemocratic," "cavalier," or "capricious." NAEB is a membership-based association organized on democratic lines with the membership vesting policy determination in elected representatives who are empowered to act in its behalf. While the matter of television program production (instructional and general) may be of primary concern to ETV stations, it is not without importance and concern to other segments of the membership: operators of TV closed-circuit installations (an area that may well grow more rapidly than all other aspects of TV) and production centers, teachers and education administrators, and all users or potential users of educational film and video tape materials. Consequently, since this matter has relevance to a greater portion of the membership than only ETV stations, it was appropriate for the full Board to act upon this matter in its role of representing the entire membership. Incidentally, though they are radio directors; Miles, Browne, Press, and Paulu are all heavily involved in ETV activities and are at least equally concerned with its development and welfare as they are with educational radio's.

4. Although this is not a matter of concern in connection with only two experimental series, questions have been raised as to whether, if NAEB should embark upon a regular development of program production, it would not be competitive with NETRC and dilute NETRC's efforts by reducing the availability of outside underwriting.

This does not necessarily follow since (1) some donors, because of conflict of interest, would not support NETRC production in any case or would not be interested in the kinds of programs NET required for its schedule. Much of the production might well be for use abroad--particularly in newly-evolving countries--which would attract different support than that which would underwrite NET programs; (2) such a service could be supplementary or complimentary, providing for needs not adequately served by present efforts.

June 11, 1962

Mr. Loren Stone  
Channel 9, KCTS(TV)  
Seattle 5, Washington

Dear Loren:

Upon receipt of the NAEB statement regarding program productions, I was also quite concerned over this proposed activity inasmuch as "it does appear to be in disagreement with some of the statements made at an earlier date regarding the activities of NAEB as they relate to the activities of NETRC."

I sincerely hope that we do not enter into future conflicts regarding the designated responsibilities of these two organizations inasmuch as both have a very important role to play in educational broadcasting.

Very sincerely yours,

Howard L. Johnson  
Executive Director  
KOMA-TV, Channel 6

HLJ:sp  
cc: Mr. Russell Casement  
Mr. James Case  
Mr. William Harley ✓  
Mr. John Dunn

RECEIVED  
NAEB HEADQUARTERS

JUN 14 1962

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THE OHIO STATE UNIVERSITY

EXCELSIOR LIBRARIES  
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PRINTED IN U.S.A.  
BY PRENTICE-HALL  
PRINTING DIVISION

June 11, 1962

Mr. Louis B. Stokes  
Manager, KETS-TV  
University of Washington  
Seattle, Washington

Dear Louis:

I have just finished reading a copy of Harley's June 5th letter to you in re the proposed board action at Columbus. I find myself in agreement. My concern with your conclusion is that you are arguing the case in terms of what might happen, not what did happen. To my mind, I was most interested to have a long telephone call from Alfred Miller, motivated in part by your letter, and in part by a total concern for directions and fortunes of the organization. He was concerned about what he felt was in part a "political" element in NAEB's movement toward establishing a professional organization, by what he felt to be a preoccupation with numbers (both individual members and 10 watt FM stations) to the exclusion of determining and relying upon radio, well-financed operating stations with real power and production ability (the original image of the organization). While I did not agree entirely with his analysis of his recommendations, this was to some extent because, as he suggested, his premises were not entirely correct, and his image of NAEB arises from references which may not be immediately current. However, I have found over the years that this is a case worth listening to. He has gone through two cycles of foundation involvement with educational broadcasting, both of which preceded the Ford Foundation preoccupation with this area. If you have an opportunity to talk this over with Allen it might be to the benefit of us all.

Regards,

Sincerely,

Richard T. Hall

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NAEB HEADQUARTERS

JUN 14 1962

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Bill: John sent me a copy of your letter of June 11, to him, and asked me about the differences between what I had told him and your reply. I'm not trying to carry on a feud, but couldn't duck responding to him.

We've had a fine time the past several days with the Miles, and Lenny Marks will be out this evening for dinner. Wish you and Jewel were here, too.

*See*

July 2, 1962

John Crabbe  
Station KVIE  
Sacramento, Calif.

Dear John:

I suppose when one gets into the middle of an argument such as we seem to have going on over NAEB entry into TV programming, there is no such thing as "facts" or "truths" but only people's impressions or interpretations of what is happening. I expect this, in part, explains the differences between Harley's interpretation of the situation and mine.

I feel that the move approved by the full board has given John Schwarzwalder the victory he has been seeking over the Center, by getting NAEB into competition with them -- a move he has been fighting for, for some long time, and which I have opposed vigorously. I see no practical difference between two productions and two years of producing programs. The commitment has been made.

As to the vote of the TV Board -- the difference hinged on one vote -- that of John Dunn, who switched. The TV Board voted 4 to 1, with the Chairman, Burlburt not voting, to refer the matter to a vote of the TV station members. When the TV members voted as part of the entire board, Burlburt voted with Schwarzwalder, as he has always done; Hull, as Chairman of the whole board did not vote, and Dunn switched his vote. The argument to override the TV Board was carried on essentially by radio board members.

I don't understand Harley's belief that 4 radio board members have an equal interest in TV with the TV Board members, for there is not one who is involved in Center operation or is himself involved with TV station operation at his own institution.

This is, to me, a continuation of the fight that has been going on for so long by NAEB, which lost control of TV to NETRC and is trying to get it back.

I do not agree that the closed circuit people have any real concern in this matter, for they are not looking to outsiders for programming, as are the broadcast facilities, who do programming for general adult audiences. The closed circuit people are largely instructional facilities and create their own programs.

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John Crabbe

-2-

I also think there is considerable naivete on the part of many of the radio people in thinking that NAEB can make money producing programs. The interest of "underwriters" is not in having programs produced, but in "distributed" to an audience. If NAEB can deliver stations for the programs it produces, it might interest a few people in having it take a cut of the costs, but I don't believe anyone is going to pay NAEB much of a fee to produce programs that will not be shown anywhere.

As to whether Gunn has changed his mind, perhaps you should ask him, for the comments I get from others in his region, and from him do not indicate he has changed much. The thing he and I both regret is that in a matter which we, and others, felt so keenly should be referred to the membership concerned with television, the staff and the radio board -- and Schwarzwelder's friends, were unwilling to risk submitting to the stations. The time lost then might well have saved a lot of time and troubles later.

You and Jim Day should decide who, down your way, will take on the TV directorate for the region, for I had decided, even before this ruckus developed, that I had served my time and would not be a candidate for reelection this Fall.

Best regards,

Loren B. Stone

cc: Bill Harley

C  
O

P

Y

June 11, 1962

Mr. John C. Crabbe  
General Manager  
Central California Educational Television, Inc.  
P.O. Box 6  
Sacramento 1, California

Dear John:

Naturally, I am very disturbed by your letter--particularly since you propose taking an action on what appears to me to be partial or even false information.

Loren's memo was misleading in suggesting that the Board arbitrarily overrode the TV members. The full Board did not accept the proposal of the TV Board for experimental production of TV programs for a two year period, with referral to the ETV stations for approval. Instead, it substituted a motion calling for a test run of just two production projects and specifically indicated that this motion did not contemplate the setting up of any regular system of distribution or production.

In this revised motion--considerably more restrictive than the original--the majority of the TV members voted along with the other members of the full Board.

In other words, though there were questions as to the utility, feasibility, appropriateness etc., it was felt that a test production of just two series would certainly not constitute NAEB entry into TV production and that the evidence thus derived would be worthwhile in making a future policy decision in this matter when much more information was available as basis for judgment. Under these circumstances, the majority of members --including three of the five TV members--felt that a poll was unnecessary before making such a preliminary step. Even Gunn, who was one of the two who voted against the motion, has since changed his position. In a letter to me he says, "I share many of the doubts and concerns of Loren Stone on this matter, but think that the only way to prove the value of such a service to the NAEB and to the members may be to set up a trial run and see how it goes."

I also share some of Loren's anxieties but believe it will be useful to all concerned to make the trial. Incidentally, four of the Radio members of the Board are equally involved in ETV and are no less concerned with its welfare than the TV members.

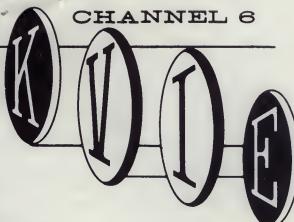
As to your reasons for being disturbed about the NAEB--I certainly hope you will take the time for indicating what they are. We are always interested in critical comments of members since there is no point in its existence except to serve the membership. As you know, a week-long seminar at Madison last summer was devoted entirely to an exhausting self-examination of NAEB and what its proper role and function should be. In two weeks time we will hold a follow-up seminar designed to digest and refine these recommendations and suggest means for their implementation. I believe a study of this report will reveal the conscientious self-analysis which NAEB is continuing to make.

Certainly NAEB must be responsive to changing needs and circumstances; consequently, it needs to be sensitive to all new influences and wherever it finds functions are being fully provided by other agencies, move on to new areas where it can provide services not adequately available. Certainly self-preservation in itself is indefensible; the only raison detre for NAEB is to work for the continued strengthening of educational broadcasting and the status and stature of educational broadcasters.

Sincerely yours,

William G. Harley

WGH:pw



CHANNEL 6

6

1

P. O. BOX 7882 • SACRAMENTO 9, CALIFORNIA • WAbash 2-6563

May 29, 1962

Mr. William Harley  
NAEB  
1346 Connecticut Avenue  
Washington 6, D.C.

Dear Bill:

I understand that the Full Board of NAEB recently took action to enter into contracts for package productions of ETV programs.

To say that this action, taken without referral to member stations, is not representative of our position in this matter is a gross understatement. I would go further and observe that here is a clear demonstration that NAEB does not truly represent its membership in the fashion that a professional association should. It would appear that the position of the TV Board, the elected representatives of the TV stations, was overturned by a majority made up of non-television members.

I have been disturbed about NAEB for some time. To recite all the reasons for this unrest would take more space than I can give here. As a result of my feelings, I have not authorized payment of KVIE dues for 1962. Several times I had thought I might and have subsequently held back. This most recent action confirms my earlier decision and dues will not now be forthcoming.

To be at least somewhat constructive, "I urge that the vested interests in NAEB invite an objective analysis of the Association to determine whether its purposes are to encourage a strong educational broadcasting system in cooperation with all other agencies in the field, or whether those purposes are to preserve NAEB in competition with many other influences that have come on the scene." //

RECEIVED  
NAEB HEADQUARTERS

JUN 8 1962

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CENTRAL CALIFORNIA EDUCATIONAL TELEVISION, INC.



Mr. William Harley

- 2 -

May 29, 1962

I regret that I am moved to write this. I am prepared to become an individual member because I want to maintain contact with the Association.

Sincerely,

  
John C. Crabbe  
General Manager

JCC/db

CC: Loren Stone

June 8, 1962

Messrs. Richard B. Hull  
Raymond D. Hurlbert

Gentlemen:

I enclose a draft of a memo which I propose to send out to all ETV station managers. Please call me as soon as you have read it in order to give me any suggestions and changes you feel are indicated.

As you know, Loren Stone has seen fit to circularize the station managers with memoranda of his own on this matter, which I feel are highly misleading. My memo is an attempt to clear up some of this misunderstanding and counteract the impression which his comments have created.

Largely as a result of his memoranda we have had a number of vigorous protests to the action of the Board from ETV station managers, almost all of whom react to the premise which Stone provided, that the TV Board had been overridden by the full Board. Numbered among these are Burdick, Appy, Siegel (Arizona), Morris, Collins (Buffalo), and Crabbe. The latter--to show the seriousness of this situation--has indicated he will not renew his membership.

I feel that a great deal of this reaction is due to misunderstand resulting from Loren's stacking of the cards and I, therefore, feel that it is imperative that this matter receive immediate attention. I will be grateful for any suggestions you may have for procedures to follow and changes in the proposed memo. Perhaps it might be worthwhile to have this signed by the Chairman of the TV Board as well.

Cordially yours,

William G. Harley

WGH:pw

MEMORANDUM

TO: Managers of ETV Stations and Closed-circuit Systems

FROM: William G. Harley

RE: Experimental TV Production

DATE: May 25, 1962

NAEB has several times been approached by groups interested in under-writing TV programs of an educational nature. At the Board Meeting in Columbus, it was pointed out that stations have indicated a need for more distinctive ETV programs than are currently available from regular sources and that improvement in the quality and quantity of television program materials for both broadcast and closed-circuit use is an appropriate concern of NAEB; accordingly, it might investigate the possibilities of limited involvement in television program production.

The NAEB Board passed this motion::

"The President of the NAEB is authorized to contract for the package production of two educational television series on an experimental basis. This does not contemplate the setting up of any regular system of distribution and production. It does contemplate that the production in general would be subcontracted to NAEB members."

This action was unanimous except for votes of two Television Directors, who felt that insufficient direction had been registered to warrant such a move without first polling the ETV stations. The other members of the Board felt that they constituted sufficient representation of the membership to act in its behalf without resorting to a poll, particularly since this was authorization for only a limited experiment and any general policy question involved could wait upon the results of this test and then be subject to thorough review and decision by the convention.

To assist me in carrying out the directive of the Board, I am interested in obtaining comments and suggestions from the membership directly concerned with the possible uses of television program materials.

As a limited experiment designed to gather a wide range of data on financial aspects, production problems, and general feasibility of the project, as I conceive it, might well be concerned with two kinds of undertaking:

1. An educational TV series designed for domestic use, produced on video tape under sub-contract by an NAEB member and under-written by an outside donor.
2. A filmed documentary program or series designed primarily for foreign consumption (possibly in one or more foreign languages as well as in English), financed by a government agency, and produced directly by NAEB in Washington.

NAEB would serve as general contractor for both series; in (1) the actual production would be done by an NAEB member station or closed-circuit production center, in (2) production would be done by a producer employed for the purpose by the Washington office.

This is a production experiment. These contracts would provide for delivery of one completed copy of each program; they would not contain commitments regarding duplication or distribution.

This is my preliminary concept of the project. On the basis of your reactions, I will prepare a final and more detailed plan which will be communicated to you, as will subsequent reports on its development.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
1346 CONNECTICUT AVENUE, N.W.  
WASHINGTON 6, D.C.

## COMMENTS RE NAEB VIDEO PRODUCTION PROJECT

### AGAINST THE PROJECT (17 Replies)

Loren Stone - 1. Wisdom of creating "through NAEB, another television program service competitive with NETRC, 2. Question whether "the stations can afford another service, or that NAEB can finance a service of any consequence from other than station funds," 3. "To the extent that NAEB will seek or accept underwriting financing of programs they are confusing the national image of educational television and creating a competition for the present program service which may decrease its effectiveness by far more than the value of new programs to be produced by or for NAEB."

John W. Taylor WTTW - Agrees with Stone.

Thomas Petry - "For years, the individual stations, working together with NET, have been complaining and are finally doing something about the matter of quality productions. It seems evident from the productions that we have received in the last year and a half and from what we were permitted to preview from next year's schedule, that NET is well on its way in providing a truly outstanding program service which very definitely responds to the needs of the ETV stations. I have screened innumerable kinescopes and tapes which several "independent" ETV stations have either produced for their own distribution or acquired from other sources and, in all honesty, I have found little that was useful or could approach the newer NET products in quality."

"It seems obvious that a diversion of funds, such as NAEB proposal would seem to imply, could well be suicidal at this critical period."

Howard L. Johnson KRMA-TV - "It does appear to be in disagreement with some of the statements made at an earlier date regarding the activities of NAEB as they relate to the activities of NETRC.

"I sincerely hope that we do not enter into future conflicts regarding the designated responsibilities of these two organizations inasmuch as both have a very important role to play in educational broadcasting."

John C. Crabbe KVIE - "I urge that the vested interests in NAEB invite an objective analysis of the Association to determine whether its purposes are to encourage a strong educational broadcasting system in cooperation with all other agencies in the field, or whether those purposes are to preserve NAEB in competition with many other influences that have come on the scene."

Kenneth A. Christiansen WUFT-TV - "I think this is the kind of activity which diverts NAEB from its role as a professional organization. It seems to me much more realistic to think of staff time being devoted to interesting foundations or organizations in giving funds for establishing training programs than for the unreality of funds for production of programs that have no real guarantee of distribution. I am convinced that this production activity on behalf of NAEB diverts the image of National Educational Television. I think this activity properly rests with the Center."

Hempen - KNME-TV - "If this experimental production is vital to NAEB, I am of the opinion that the television members stations should be contacted as to the desirability of such an action because the program needs of a non-commercial station can..be best reflected by the persons who are on the local scene. I, at that time was opposed to the idea, and still am opposed to it."

Burrell F. Hansen - Utah State - "Though the memo was very carefully phrased to emphasize the 'experimental' nature of such an undertaking there does appear to lie implicit in it somewhere the idea that a competing ETV Network is being considered. There are many criticisms--some justified, I am sure--of Net's operation. However, our educational resources, especially financial ones are probably not yet so numerous that competitive TV programming can be supported. If there are limitations of quality in present programs it is not apparent to me how a dividing of our resources into competitive programming would correct the problem. The 'closed corporation' aspects of NET's organization likewise is being criticized--I too, protest--but how will this 'experiment' alter that?"

"I can see virtue in an 'experiment'. From this memorandum, however, it is not clear to me what the experiment is really supposed to test. I'd like to know more about the hypotheses upon which it is based and which it will test. Too, I should appreciate a more explicit expression of the present problems, and of the real objective of the experiment."

"My preference generally, however, is for cooperation and combination rather than competition and diversification when resources are so hard to come by as they are in education."

J. Michael Collins WNED-TV - Discusses only by-passing of TV membership. "As Mr. Gunn mentioned, if the above is not brought to NAEB members for consideration, we will have to seriously evaluate our continued membership in NAEB."

Keith J. Nichbert WENH-TV - "I cannot support the NAEB Board of Directors plan. I would, however, welcome early action by the NAEB Board encouraging and providing the means by which stations might exchange educational television series, from station to station, on a free exchange basis."

James M. Morris - KOAC-AM-TV - "Two competing organizations which seek to speak for a group of stations in the search for program material and for donors of production funds cannot help but confuse the 'image' of educational radio or educational television." "The strength of the radio network is in having one strong organization, not two competing services. Likewise the strength of the ETV network is in having one group of affiliates and one central approach to the dollars with which to produce network programs. It seems to me that the affiliates and the NETRC have a good working agreement on this approach for such production funds. NAEB entry into this field could only confuse the problem for everyone concerned." "I would also be concerned about the idea of seeking donor participation and production of a series without the additional commitments regarding duplication and distribution."

FOR THE PROJECT (14 Replies)

(Hurlbert, Kager, Miles, Browne, Dunn) & Schenkkann

Hartford Gunn - "I stand behind my statement at the Board Meeting that I would favor NAEB trying television production on an experimental basis. I share many of the doubts and concerns of Loren Stone on this matter, but think that the only way to prove the value of such a service to the NAEB and to the members may be to set up a trial run and see how it goes."

"A brief discussion with Jack White indicated no opposition or hostility on his part to the NAEB proposal."

"This may pose problems for those of us who hold membership and affiliate status with both organizations; but at least on the administrative level the situation has been clarified."

Edward Wegener - "First, added diversity in program sources, which I assume will mean new and fresh approaches to programming, is desirable."

"Second, speaking only locally (Alabama), we need something that is located between our own preoccupation with utility (how to do it, teaching), and the Center's emphasis on Big Issues, Big Names, and Culture. I am not discounting either end of the programming scale. We need what NET has to offer, although they speak only to the most literate of the available audience....But somewhere in the 'vast wasteland' in between there is swinging room for imagination and creativity."

Third, the project may unearth outstanding local talent.

Fourth, "NAEB should not attempt to go over any of the same ground which NET has covered. Also a new approach to audience should evolve, different from theirs."

Graydon Ausmus - WUOA - "I have always felt that it would be desirable to have more than one source of programs in ETV."

Richard E. Burdick - "I encourage the experiment to determine the competence of NAEB in regard to serving unfulfilled TV program needs."

Garnet R. Garrison - Undertaking is desirable and would like to be considered for sub-contract work.

Cal G. Balson - College of William & Mary - Interested in using and producing NAEB video tapes.

Harry D. Lamb, WGTE-TV - Re first series, NAEB's service need not be competitive--could be supplementary and fill needs of certain subject and interest areas not served by NETRC. Sees second series as prestige item only.

Barton L. Griffith - University of Missouri - Would be interested in producing domestic series.

Roy J. Johnston - "The possible production experiment as outlined in your memo is a logical extension of NAEB activities and is an experiment in which we would enjoy participating."

OTHER COMMENTS REQUESTING CLARIFICATION (4 Replies)

Zoel J. Parenteau KCSD-TV

1. Why not refer groups interested in underwriting programs to NETRC ?
2. Does an interest by NAEB in quantity and quality improvement necessarily mean that NAEB should enter the production business ? Might this not deter potential underwriters away from NETRC , thus restricting their financial capability to improve their service to ETV?
3. Since NAEB is our spokesman for all educational broadcasting, won't their value in this capacity be impaired if they undertake an endeavor which may be felt to be in competition with the interests of a segment of NAEB's membership, namely the NET affiliate stations ? Is it conceivable that this would bring about a rift in NAEB? NET is only a subscription service to us, whereas NAEB must serve as our united spokesman. We cannot endanger NAEB's role in this respect.

Blair L. MacKenzie WHRO-TV - "I am not quite sure of what is meant by 'TV programs of an educational nature'--whether the intent is instructional material for in-school use, adult or general instructional material, or programs of a general or cultural nature..."

I would question the value of producing from scratch an ITV series. We have just gone through an arduous search for suitable instructional taped series that we could use to supplement our local courses. This sounds quite contradictory, I suppose, but I think that the introduction of one new series would do little to ease the problem."

"I am certain that all of us are most interested in the continued upgrading of quality but I would question the contribution that one series could make at this time. Rather, isn't there the possibility of dividing the educational television effort at a time when it is gaining momentum ?"

"At the last IERT meeting I got the impression that NAEB was attempting to disassociate itself from the nuts-and-bolts of broadcasting. Therefore, your memo was a mild surprise."

Gerard L. Appy, Univ. of Georgia - "First, every station can always use 'more distinctive' ETV programs, but I am not certain that NAEB is particularly in a position to contract or sub-contract for such programs better than existing agencies. Secondly, certainly no one can object to legitimate experimentation. I do not. However, if the experiment is conducted to determine whether NAEB can produce 'more distinctive' programs, that is one thing. If the experiment, however, is conducted with a secnnd goal of improving NAEB's financial status, I believe this has elements of danger."

"In either event it is my personal belief that NAEB should, at least a good many years ahead, devote its major energies to improving its status as a professional organization."

"I question the value of production of the kind you describe, experimental or not, that does not carry with it the assurance of duplication, distribution, and use."

"I deeply hope that every possible step is taken to insure that this kind of project will strengthen rather than weaken the organization."

Donald E. Schein, WMHT - "Since NAEB leadership has been approached by groups interested in underwriting ETV programs, would be that in the interests of its membership it might very well contact those stations which are capable of producing such programs to see if there is interest." "Since NAEB has offered a service to its individual members in

job placement, why could not the same approach be used for contract placement? I think the same approach could be used for the film documentary series you suggest under Item 2 as regards film production--for there are a number of the larger ETV stations already equipped for this type of production and having NAEB headquarters, which represents us, taking over the responsibility for production would, I feel, constitute a kind of competition with individual stations.

STUDIOS—UNIVERSITY OF WASHINGTON

CHANNEL



TRANSMITTER—EDISON TECHNICAL SCHOOL

**KCTS-TV**

SEATTLE 5, WASHINGTON

June 8, 1962

William G. Harley  
NAEB  
Washington, D. C.

Dear Bill:

I did not intend to misrepresent the action of the Board, when I reported the two years rather than the two productions -- but when I sent out my memo to the members of region VI I had only the minutes of the TV Board to go on.

I don't as a matter of fact see much difference between two productions and two years, anyhow, for I think once the commitment is made, the die is cast and the damage done.

My real concern has been that NAEB is moving into this field in the face of what I have been sure is the disapproval of the majority of ETV stations. I fail to see where the closed circuit people enter into this, for the closed circuit systems exist almost entirely to distribute direct instruction. The programs NAEB is talking about are not designed for classroom instruction -- for that can only be done with a well developed series.

As to the vote on the Board, the brunt of the argument to alter\* the recommendation of the TV Board was carried on by radio board members who thought they saw an opportunity for NAEB to make some money. When the weak-kneed members of the TV Board saw the unanimous determination of the Radio Board, they found the strength they could hide behind.

Believe me, Bill, I am not trying to cause you trouble -- for you surely know the regard I hold for you. I do feel strongly on this matter, as you know, and I am sure other stations do, too. Please accept my assurance of my continued friendship.

Best regards,

*Loren B. Stone*  
Loren B. Stone

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JUN 11 1962

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# WHYY

EDUCATIONAL RADIO AND TELEVISION

1622 CHESTNUT ST., PHILADELPHIA 3, PA.  
LOCUST 6-2370

June 8, 1962

Mr. Raymond D. Hurlbert  
Chairman, TV Board  
NAEB  
2151 Highland Avenue  
Birmingham 5, Alabama

Dear Ray:

CO  
Thank you for your temperate and explanatory letter of June 5. I am sending photostats of it to the persons who received copies of my letter of June 1 to Bill Harley.

P  
My letter to Bill was prompted by the report I had received of the manner in which the NAEB Board had reached the decision to engage in independent TV production. It was presented to me as being implemented unilaterally, without due regard for expressions of opinion from the TV members. This was my only area of concern. I do not oppose the decision itself; in fact, "I encourage the experiment to determine the competence of NAEB in regard to serving unfulfilled TV program needs." I also do not question the authority of the Board to decide the matter. I guess the only thing that really bugged me was the fact that in view of the personalized nature of NAEB membership, the interest of those to be served by the action was not solicited in the first instance.

  
Y

Bill Harley is an energetic and intelligent administrator, and I am with him all the way. I also respect your abilities and sincerity as Chairman of the TV Board. I am not alone, however, in thinking that there is a "tight little group" aspect to board deliberations and actions, and I do not hesitate to speak my mind on matters about which I feel strongly.

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C.C.:✓ Mr. William G. Harley

Sincerely



Richard S. Burdick  
Executive Vice President and  
General Manager

WHYY, INC. WILLIAM GOLDMAN, PRESIDENT ALLEN T. BONNELL, VICE PRESIDENT RALPH W. PITMAN, TREASURER MRS. RALPH J. ROBERTS, SECRETARY  
DONALD K. ANGELL RICHARD M. BURGESS ANTHONY R. CATRAMBONE W. LAYTON HALL GEORGE H. HENRY A. LEON HIGGINBOTHAM, JR.  
LOUIS P. HOYER PHILIP KLEIN J. HARRY LA BRUM JAMES J. LA PENTA, JR. LIONEL F. LEVY RT. REV. MSGR. E. M. REILLY JOHN B. ROBERTS  
ABE S. ROSEN WILMER E. SHURE ALVIN A. SWENSON HON. JAMES H. TATE GRANVILLE S. THOMAS  
EDWARD F. TOOHEY ALLEN H. WETTER MRS. H. GILBERT WILSON  
LEWIS WEINSTOCK, ESQ., LEGAL COUNSEL



# Hampton Roads Educational Television Association

An Association of the  
School Boards of Hampton and Norfolk



BUSINESS OFFICES  
402 E. Charlotte Street  
Norfolk 10, Virginia

From:  
TELEVISION CENTER  
735 Pembroke Avenue  
Norfolk 7, Virginia

TRANSMITTER  
1932 E. Pembroke Ave.  
Hampton, Virginia

June 8, 1962

Mr. William G. Harley  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Sir:

This is in reply to your memorandum of May 25 re "Experimental TV Production" in which you asked for comments and suggestions.

I am not quite sure of what is meant by "TV programs of an educational nature"---whether the intent is instructional material for in-school use, adult or general instructional material, or programs of a general or cultural nature (Educational with a capital "E"). //

Perhaps subsequent detailed plans, which you mention, would help me in firming up some of my thoughts and reactions. At the present these are rather nebulous. For whatever they are worth, however, // I would question the value of producing from scratch an ITV series. We have just gone through an arduous search for suitable instructional taped series that we could use to supplement our local courses. This sounds quite contradictory, I suppose, but I think that the introduction of one new series would do little to ease the problem. //

If general or adult instruction is the intent I think there is more possibility of success. We have also been searching this field and with little progress. Specifically, we are interested in series in typing, shorthand, bookkeeping, and consumer economics (courses that have received the most interest in our adult training courses in night schools).

In the area of general cultural programs--I don't know. // I am certain that all of us are most interested in the continued upgrading of quality but I would question the contribution that one series could make at this time. Rather, isn't there the possibility of dividing the educational television effort at a time when it is gaining momentum? //

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Of the two possibilities which you suggested I feel that the filmed documentary for foreign consumption might well serve a need although I will readily confess a great lack of knowledge as to what is required in this area.

As a new comer to the NAEB and after only one year's association with the organization I am not familiar with any background or previous discussions along these lines. At the last IERT meeting I got the impression that NAEB was attempting to disassociate itself from the nuts-and-bolts of broadcasting. Therefore, your memo was a mild surprise.

As I said, these are in the nature of random thoughts and my preliminary reactions. I hope they are of some value and I will be happy to respond to any subsequent inquiries.

Sincerely,



Blair L. MacKenzie  
General Manager - WHRO-TV

BLM/pal

THE OHIO STATE UNIVERSITY

TELECOMMUNICATIONS CENTER  
RICHARD B. HULL, *Executive Director*

WOSU TELEVISION  
2470 North Star Road  
Columbus 21, Ohio

June 8, 1962

Mr. William G. Harley  
President, NAEB  
1346 Connecticut Ave., N.W.  
Washington 6, D.C.

Dear Bill:

Thanks for your note of June 1st. By now you have received a copy of my letter to Gunn which I read over the phone and altered somewhat as per our discussion. I believe your letter should be distributed to one and all. It is admirable, particularly the clarification of the Stone misconception. Am waiting for the blast out of the North Central region but have not seen it yet. You may tentatively expect me on the 12th and the 19th in Washington. I will formalize on Monday next. Give me any background dope on Pace which you think will be useful.

Regards.

Sincerely,



Richard B. Hull

RBH:rc

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## AUBURN UNIVERSITY

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AUBURN



ALABAMA

EDUCATIONAL TELEVISION DEPARTMENT

JUN 11 1962

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WAIQ—WBHQ—WCIQ

TELEPHONE TUXEDO 7-6511

June 8, 1962

Mr. William G. Harley, President  
National Association of Educational  
Broadcasters  
1346 Connecticut Avenue, Northwest  
Washington 6, D. C.

Dear Bill:

I have several reactions to your memo concerning the two series which NAEB may contract for.

First, added diversity in program sources, which I assume will mean new and fresh approaches to programming, is desirable.

Second, speaking only locally (Alabama), we need something that is located between our own preoccupation with utility (how to do it, teaching), and The Center's emphasis on Big Issues, Big Names, and Culture. I am not discounting either end of the programming scale. We need what NET has to offer, although they speak only to the most literate of the available audience. We will always have with us the utilitarian, our daily bread. But somewhere in the "vast wasteland" (sorry) in between there is swinging room for imagination and creativity. Examples later.

Third, just as in the Radio Tape Network local talents were unearthed which proved of great value, so some "desert flowers blushing unseen" may be given exposure. NET will never touch them. Locally, stations are limited in what they may do with outstanding local talent, usually for lack of funds to release what is probably an overworked person from demands of his job.

Fourth, NAEB should not attempt to go over any of the same ground which NET has covered. Also a new approach to audience should evolve, different from theirs. Maybe we could justify trying to cut just a little wider piece of the audience pie than we are used to. We have become so used to justifying educational broadcasting in terms of audiences (plural) that we may be missing some good chances. I am suggesting lower the denominator in the fraction of the available audience sought.

Now to get down to cases. Jake Dunlop, my Program Director, in his comments on your memo, spoke loud and long for more programming for children out of school. He feels that what has thus far been done has not explored all the ways of doing it. Or possible content. He is not discounting "What's New," an excellent series. I agree with Jake that this is one of the really skinny areas of programming in ETV. We have tried it here but with less than indifferent success. What we needed was the right people and the money to buy them with.

Let me now list a couple of other areas where I think some exciting programming might take place. One is in the general scope of "Our Heritage." I am aware that NET has ventured into this. My idea is different. Once we had a regional idea going in SREE for a series on the rich historical story of the Southern Region. It was not to be a talk series, but was to rely heavily on seeing places and things, with the right talk with it. Something like the job Herb Hake did on the Midwest. Now, this concept could be projected into a national pattern...along series, to be sure, if every section got what it considered its fair share. But that could be worked out, and production could be shared. Sixty-two stations should be able cooperatively to bring off something pretty worthwhile. I am limited here by not knowing what your preconceptions are about how any series sponsored by NAEB should be produced. Again, diversity might be a blessing rather than a hindrance. Or a single roving producer might be employed to direct the efforts at the several stations to give unity to the series. Perhaps this whole paragraph is brought about by the fact that I am just past the midpoint in my reading of "Advise and Consent." Who we are as a people, how we got here, and what some of the alternatives are as to where we are going, appeals to me as needing much exploration. Such a series could be done right in D. C., with the shift in emphasis I have just given it. That isn't where I intended going when I started the paragraph. Therefore, our history in terms of places, ~~is~~ where I started, is what I would put in the pot. The real digging in, as it appears in the book, is probably only possible in a novel---so let's shelve that.

Next--for the last two days I have been bugged by the fact that in cleaning some paperbacks out of my desk I came across "The Creation of The Universe" by Gamow, and "The Universe and Doctor Einstein" by Lincoln Barnett. Both of these books, along with other concerned with the new physics and with astrophysics, have always got to me, reached out and completely engaged my mind and imagination. The whole realm of concepts and complexes of ideas on which our science today, and particularly space science is based should not be the private preserve of specialists. We can't all be Von Brauns, but there are several levels of understanding between him and us which could be occupied by citizens if they were given a chance to be taken mentally by the hand and led.

Mr. William G. Harley  
June 8, 1962

Page Three

I regret that I am not familiar as I should be with NET's series on astronomy of a couple of years back. However, I don't think they did what I have in mind as being needed.

Finally, there are a hell of a lot of excellent college theatres around the country turning out fine products (plays). Heaven knows, ETV needs more icing on the cake. A series of plays, probably in the domain, could be brought off. Technically, it gets a little sticky as one contemplates the problems of getting the show into a TV studio for VTR, but it's not impossible. Again, NET has been into this, but there isn't enough, not nearly enough good drama on ETV. The local station just can't get it up on a regular basis. Takes too much time, staff, and money.

So...there you are. You didn't ask for this much, but I always have trouble turning off the spigot. I don't envy you as you receive all the good advice that must be coming your way. However, noblesse oblige, and all that sort of thing.

Sincerely

  
Edward Wegener  
Director

pr

**WTTW - Channel 11**  
1761 E. Museum Drive, Chicago 37, Illinois

June 11, 1962

To: All ETV Station Managers

From: John W. Taylor *JWT*

I regret finding myself in complete agreement with Loren Stone on the matter of NAEB's entering into television program production. I hope you will register your views with NAEB and let each of us hear them.

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NAEB HEADQUARTERS

JUN 13 1962

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MUSEUM 4-3800

# Kentuckiana Educational Television Council

## COUNCIL MEMBERS

RUSSELL ALLEN  
GLEN D. BARKES  
ALTON COCHRAN  
VANCE COLLINS  
ELIZABETH EWING  
THOMAS JEFFRIES  
C. L. MATTHEWS  
FATHER JOSEPH McGEE  
SAM V. NOE  
ALTON ROSS  
H. F. SCHULTE  
McCoy TARRY

WFPK-TV UHF Channel 15  
OFFICE OF THE DIRECTOR  
2301 Clarendon Avenue  
LOUISVILLE 5, KENTUCKY

ADMINISTRATIVE OFFICERS  
RICHARD VAN HOOSE,  
Council Chairman  
KENNETH LAM, Director  
MILDRED COBB, Producer

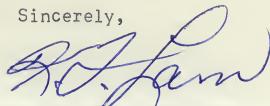
June 8, 1962

Mr. William G. Harley  
National Association of  
Educational Broadcasters  
1346 Connecticut Avenue  
Washington 6, D. C.

Dear Mr. Harley:

I appreciate what N.A.E.B. is trying to do in the production of an educational series; however, our station, WFPK, is not able at the present time to go beyond our affiliation cost involved in NET membership for programming. So far NET has supplied us with satisfactory programming in sufficient quantity, quality and variety."

Sincerely,



K. F. Lam, Director  
Educational Television

KFL/jc

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STATION WGTE-TV  
2801 W. BANCROFT ST.  
TOLEDO 6, OHIO

June 7, 1962

Mr. Loren Stone  
Station KCTS-TV  
University of Washington  
Seattle 5, Washington

Dear Loren:

I'm concerned about your letter of June 1 (and May 23 letter to TV members of Region VI) because I respect both you and Harley and now feel that my letter (copy enclosed) of May 29 to Harley was probably precipitate. The third paragraph of Harley's letter now has more significance and meaning than it did prior to your letter.

The main issues that you have raised are (1) the wisdom of creating "through NAEB, another television program service competitive with NETRC," and (2) you question whether "the stations can afford another service, or that NAEB can finance a service of any consequence from other than station funds," and finally, (3) "to the extent that NAEB will seek or accept underwriting financing of programs they are confusing the national image of educational television and creating a competition for the present program service which may decrease its effectiveness by far more than the value of new programs to be produced by or for NAEB."

On the first issue, the wisdom of creating another television program service competitive with NETRC, I had the impression that the Center was not a continuing philanthropy to be underwritten by the Ford Foundation, but that eventually it would have to be self-supporting. I am not sure that NAEB's service need be competitive--it could be "supplementary," and address itself to special needs of certain subject and interest areas not served by NETRC or not served adequately by NETRC."

I have no quarrel with NETRC, but neither do I think that it is the final answer to all program needs, nor do I think that it is necessarily the standard of excellence in programming, and in the long run it should profit from this evidence of growth and maturity and independence in our NAEB Board.

Sincerely,

HDL/jb  
Encl.  
Harry D. Lamb  
Director

HDL/jb  
Encl.

CC: Bill Harley

Dick Hull

Frank Marshall

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JUN 11 1962

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KCSD-TV

THE SCHOOL DISTRICT OF KANSAS CITY, MISSOURI

BOARD OF EDUCATION BUILDING

1211 MCGEE STREET

PHONE

BALTIMORE 1-7565

JAMES A. HAZLETT, Superintendent of Schools

7 June, 1962

Mr. William G. Harley, President  
National Association of Educational Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Dear Mr. Harley:

Our staff has discussed at some length your memorandum of May 25th regarding experimental TV production by NAEB. The following questions resulted from our meetings:

1. Why not refer groups interested in underwriting programs to NETRC?
2. Does an interest by NAEB in quantity and quality improvement necessarily mean that NAEB should enter the production business? Might this not deter potential underwriters away from NETRC, thus restricting their financial capability to improve their service to ETV?
3. Since NAEB is our spokesman for all educational broadcasting, won't their value in this capacity be impaired if they undertake an endeavor which may be felt to be in competition with the interests of a segment of NAEB's membership, namely the NET affiliate stations? Is it conceivable that this would bring about a rift in NAEB? NET is only a subscription service to us, whereas NAEB must serve as our united spokesman. We cannot endanger NAEB's role in this respect.

We feel that a clarification of purpose is needed.

*Joel J. Parenteau*  
Joel J. Parenteau  
TV Director-Producer

ZP:ls

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NAEB HEADQUARTERS

JUN 11 1962

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PM

# ALABAMA EDUCATIONAL TELEVISION COMMISSION

2151 HIGHLAND AVENUE

WAIQ, CHANNEL 26

BIRMINGHAM 5, ALABAMA

WBIQ, CHANNEL 10

WCIQ, CHANNEL 7

TELEPHONE 322-4625

WDIQ, CHANNEL 2

## COMMISSIONERS

H. MAYNARD LAYMAN  
PRESIDENT  
DECATUR

VINCENT F. KILBORN  
MOBILE

MRS. BERTHA S. ROBERTS  
GADSDEN

HAROLD T. PURDY  
BIRMINGHAM

ROBERT L. HARPER  
MONTGOMERY

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UNIVERSITY

THEO WRIGHT

BIRMINGHAM

## STAFF

RAYMOND D. HURLBERT  
GENERAL MANAGER

AL RENFRO

CHIEF ENGINEER

LOUIS PENEGUY

DIRECTOR  
COORDINATION & INFORMATION

MRS. MADGE LAW  
OFFICE MANAGER

WBIQ, CHANNEL 10

WCIQ, CHANNEL 7



June 6, 1962

Mr. William G. Harley  
President, NAEB  
Dupont Circle Office Building  
1346 Connecticut Avenue  
Washington 6, D. C.

Dear Bill:

Thank you for your letter of June 1 and the information regarding the NAEB filing on its spectrum study. I would like to have a copy of your filing for general informational purposes.

I have in hand a copy of Hartford Gunn's letter to you which seems to ease the tension somewhat on the matter of experimental program production. However, Dick Burdick's letter of June 1 seems to rebel somewhat.

The letter copy to you from Michael Collins of WNED-TV seems to stem from Dick Burdick's stimulation. He has a right to write but the threat is unacceptable. If this matter continues to fester, a conference call of your executive committee might be wise.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Raymond D. Hurlbert".

Raymond D. Hurlbert  
General Manager

RDH/ml

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NAEB HEADQUARTERS

JUN 11 1962

AM PM  
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THE OHIO STATE UNIVERSITY

TELECOMMUNICATIONS CENTER  
2470 NORTH STAR ROAD  
COLUMBUS 21, OHIO

RICHARD B. HULL, Executive Director

June 6, 1962

Hartford N. Gunn, Jr.  
General Manager, WGBH  
238 Main Street  
Cambridge 42, Massachusetts

Dear Hartford:

Please forgive my delayed reply to your thoughtful and comprehensive letter of May 17th. Accept my thanks for having taken the time and trouble to poll your Region 1 members and to have gone into the matter so thoroughly. After the IERT I had a session with a virus and am just now catching up on my correspondence. Meanwhile Harley seems to have anticipated much of what I would have said in his May 25th memorandum to KTV station and CCTV system managers.

Through this memorandum, it seems to me, Harley has acted to meet the sense of concern which you and others in Region 1 expressed. In effect this is the poll which some felt should have taken place before the board meeting and which others feared might not occur at all. At the same time, as NAEB president, he has responded to a decision of the combined boards which he has no authority to abrogate.

I am grateful that you address yourself to the literal and not the implied action of the combined boards and that you make it clear your objection is to the board's procedure, not its conclusions. You also make it quite evident the feeling of your constituents that the decision represents a major change in the operation and structure of NAEB which should not be undertaken without majority or better support from TV members.

I hope you feel the Harley memorandum is truly responsive to this expression of concern because many of us would be personally and professionally grieved if you felt it essential to resign from the board. The very nature of your reaction and the steps you have taken to follow through on this issue make very clear to me why you are needed in the organization and how you can contribute to its mature development.

I would be naive indeed if I pretended not to have heard of the real or imagined concerns which some have expressed that the board action took place in order to benefit one individual or his station, but to seriously suggest the board could be so motivated strikes me as preposterous. It is equally unrealistic, I think, to regard TV package production and TV networking as equivalents and to imagine that one NAEB excursion into TV package production (or a hundred excursions) presents a competitive problem to NETRC.

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Long ago Walter Lippmann suggested a major problem in government and administration is that people quite naturally act on what they believe to be true. If their belief is in error, the logic machine will nonetheless proceed for better or worse.

I suggest that the decision does not represent a major change in NABD direction since it merely authorizes the production of ~~the experimental~~ program series. If such a change were to occur it would take place after completion of the experiment and a review of the results which might be either negative or positive.

The feeling that the radio membership somehow overrode the television board in the board voting is not quite accurate. The television board has six members as does the radio board. Only two of the radio board members have no connection with television—all of the others are involved in individual TV station or state network activation.

However, if the TV membership ~~believed~~ the board action represented such a departure—and in turn also ~~believed~~ the board felt the TV membership could not be trusted to make a decision, then with this data the computer spits out exactly the kind of answer you and I have been receiving.

It seems painfully evident at this point the real objection (with the exception of Loren Stone's point of view) is not the board action per se, but the method of board action. I suggest all of us should work for a clear understanding on this point, seek to resolve any differences which remain, and proceed with less emotion, more sophistication, and somewhat improved methods of procedure as we try to deal with the next batch of problems, many of which have more priority than this one.

Just as you have sometimes observed, one finds himself growing increasingly weary of the highly personalized reactions which seem to afflict people in all areas of educational communications. We sometimes become so preoccupied with the pebbles underfoot we forget where the highway leads, and we delude ourselves that a journey scarcely begun is well underway. NABD has a hundred problems to solve all the way from involving the new breed of radio and television teachers in our membership to basic financing on the order and level comparable to those of school systems and universities. I hope all of us can now begin to resolve the problems of procedures, define objectives, and get on with those jobs.

Thank you again for writing.

Sincerely,

Richard S. Null

RSN/mh

cc: William G. Harley  
Raymond Nurnbert  
Richard Burdick  
Mike Collins  
Donald Schein  
Keith Righter



WUFT-TV. UNIVERSITY OF FLORIDA, 234 STADIUM, GAINESVILLE, FLORIDA

June 6, 1962

Mr. William G. Harley  
President  
National Association of  
Educational Broadcasters  
1346 Connecticut Avenue, N. W.  
Washington 6, D. C.

Dear Bill:

I am sorry I could not attend the Board Meeting in Columbus. Your memorandum of May 25 prompts these comments:

1. I disagree with the action of the Board which authorized the President of the NAEB to contract for the package production of two educational television series on an experimental basis. I feel as two of the television board members did, that this is a matter which should have been passed on to the membership for its action.

2. I think this is the kind of activity which diverts NAEB from its role as a professional organization. It seems to me much more realistic to think of staff time being devoted to interesting foundations or organizations in giving funds for establishing training programs than for the unreality of funds for production of programs that have no real guarantee of distribution. I am convinced that this production activity on behalf of NAEB diverts the image of National Educational Television. I think this activity properly rests with the Center. The question of training personnel for the mushrooming of television operations that will follow the national legislation is not being faced in any quarter as far as I can tell. I think NAEB institutions could properly be contract institutions for such training programs. In half a dozen institutions, selected for their particular competence, could be the potential for training staff at all levels and in all areas. Graduates of radio and television programs in our institutions are not going to meet the critical demands in management, programming, engineering, etc. Process of the regular program is too slow to meet growing staff demands as I see it.

Cordially,

Kenneth A. Christiansen  
Director of Television

KAC:mt

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NAEB HEADQUARTERS

JUN 11 1962

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NAEB HEADQUARTERS

JUN 6 1962

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June 5, 1962

Mr. Loren Stone  
KCTS(7)Channel 9  
University of Washington  
Seattle 5, Washington

Dear Loren:

Thank you for your memo dated June 1 in regard to the NAEB's entering the field of television program productions. At the outset, let me say that I am in entire accord with your feelings and reasoning.

For years, the individual stations, working together with NET, have been complaining and are finally doing something about the matter of quality productions. It seems evident from the productions that we have received in the last year and a half and from what we were permitted to preview from next year's schedule, that NET is well on its way in providing a truly outstanding program service which very definitely responds to the needs of the ETV stations. Quite frankly, I have screened innumerable kinescopes and tapes which several "independent" ETV stations have either produced for their own distribution or acquired from other sources and, in all honesty, I have found little that was useful or could approach the newer NET products in quality.

It is my very sincere feeling that NET will have to assume higher and higher costs if it wishes to continue improving its program schedule, both for production and for acquisition. "It seems obvious that a diversion of funds, such as the NAEB proposal would seem to imply, could well be suicidal at this at this critical period."

In any case, it seems obvious that the way the matter was handled was, to say the least, questionable. If the implications are correct, it would seem that each and every ETV station should seriously consider whether the funds it applies to membership in the NAEB are not being used to their very disadvantage.

Thank you for bringing this to our attention, and I look forward to further developments.

Sincerely,

*T.P.*

Thomas Petry  
Assistant General Manager  
Programming

TP:dyb

CC: Bill Harley, President, NAEB  
Dick Hull, Chairman of Full Board, NAEB  
Ray Hurlburt, Chairman TV Board, NAEB

✓  
f  
June 5, 1962

Mr. Loren Stone  
Manager, KCTS-TV  
University of Washington  
Seattle, Washington

Dear Loren:

I, too, regret that you feel you are "in complete disagreement" with me on the matter of NAEB experimenting with TV production. We have usually seen eye-to-eye on NAEB and other professional matters and I have always had a high regard for your judgment as well as admiration for your forthrightness in expressing your convictions.

In this matter I don't believe we are nearly so far apart as you suppose. I have never contemplated having NAEB enter into large-scale TV production or make such an activity anything more than a modest sideline, a la the Center's production in radio of one or two prestige programs per year. However, I know that you feel, once started, Parkinson's law will begin to operate and such activity will breed more of the same. I can only give you my word that, so long as I am president of NAEB, I will vigorously oppose such a development. This is not because I feel we must protect the Center from competition or believe that it will confuse the national image of ETV, etc.; it is because I am convinced that NAEB must move to become a truly professional organization and operational activities (however useful) will necessarily dilute such efforts and divert energies and attention from the prime goal. It was for this reason that I suggested to the Board and to the audience at the NAEB luncheon that I felt the time had come to divest the Association of operational responsibilities and establish them separately. I look upon the undertaking authorized by the Board as a true experiment. The results may well prove completely negative from the standpoint of need and administrative feasibility; in which case that's the end of it. If they are positive, and the majority membership feels on the basis of these results that more ETV production would be a useful and appropriate service, it would have to be developed under other auspices than those of the professional association--possibly by a separate autonomous division.

I should like to call your attention to points in your memos in which I believe you are inadvertently misrepresenting the situation:

1. The motion by the Board was not to enter into contracts for package productions "for a two year period." (This was wording in the motion adopted by the TV Board). The Board motion was for "two experimental projects" etc., which is quite a different thing, clearly limiting the extent of the activity and indicating its modest experimental nature as the intent of the Board.
2. In the vote of the Board, which was not on the same motion as the one approved by the TV Board (since it changed the "two years" to "two projects" and added the comments about not contemplating "setting up any regular system of distribution and production"), the majority of the TV Board voted for the motion. In effect, the majority of the TV members joined the other Board members in approving the altered motion. Consequently, you are misleading people to suggest that the Board over-rode the TV Board. The vote was 14-2.
3. While it is true that the question of TV program production is primarily a matter of interest to the TV stations, it is not without importance to the closed-circuit TV operators, production centers, teachers and educational administrators, and all users of educational film and video materials, at home and abroad. I suggest that this matter is of broader relevance and greater significance than just the programming of ETV stations and that, therefore, it is appropriate for the entire Board representing the total membership to act upon this matter.

Cordially yours,

William G. Harley

WGH:pw  
CC: Mr. R. B. Hull  
Mr. R. D. Hurlbert

2151 Highland Avenue  
Birmingham 5, Alabama

June 5, 1962

Mr. Richard S. Burdick  
Managing Director, WHYY  
1622 Chestnut Street  
Philadelphia 3, Pa.

Dear Dick:

I have your copy of your June 1 letter to Bill Harley and seem to read some irritation with my statement to Hartford about my contacting some other television members other than Board members. That letter to Hartford was commenting, in the part referred to, as of the television director of Region II to which I also have a separate responsibility. Opinions from Region II members were important to me and for that reason I did contact certain of them. I would not have felt free to contact members in other regions in such matters when their own directors have that responsibility.

You probably know that I was in agreement with referring the matter of program production to the television membership. Even though the full Board has sufficient authority to decide the matter in such a case, I felt it more democratic to poll the membership, particularly so when there was such a real difference of opinion. However, unless and until we change our organizational structure, we need to support the association as it is now set up to operate.

I write to seek your understanding for I, too, see our weaknesses. I regret that you took out after me without knowing the circumstances. This business of trying to conduct business by correspondence is poor at best. I assure you that, as Chairman of the TV Board, I will try to administer it as best I can and welcome your assistance which is much needed and appreciated. If you feel that those receiving copies of your letter might have been influenced by your direction of thinking, as far as my handling of the matter is concerned, you might also feel that you should set them straight.

Sincerely yours,

RDH/ml

Raymond D. Hurlbert  
Chairman, TV Board

cc: Mr. William G. Harley ✓

KNME-TV CHANNEL 5

1801 ROMA, N.E.  
ALBUQUERQUE, N.M.

June 5, 1962

Mr. William G. Harley  
President  
National Association of Educational  
Broadcasters  
DuPont Circle Office Building  
1346 Connecticut Avenue N.W.  
Washington 6, D.C.

Dear Mr. Harley:

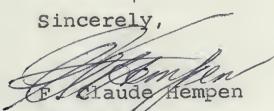
I received the communique from NAEB headquarters which proposes that NAEB experiment in the contracting for package television productions. I recall that at the last NAEB convention, a few television members discussed this point on an informal basis. I, at that time, was opposed to the idea, and I still am opposed to it.

However, "if this experimental production is vital to NAEB, I am of the opinion that the television member stations should be contacted as to the desirability of such an action because the program needs of a non-commercial station can, in all probability, be best reflected by the persons who are on the local scene." To my recall, I did not have a chance to voice an opinion other than informally.

This letter is not to be construed that I am unhappy with NAEB. I believe that you, as President, and the other members of your organization, have provided the non-commercial educational broadcaster with an administrative service for which I am thankful.

Best wishes.

Sincerely,



F. Claude Hempen  
Manager

KNME-TV

FCH:cwh

cc: Dick Hull, Chairman of full board, NAEB  
Ray Hurlburt, Chairman TV Board, NAEB

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NAEB HEADQUARTERS

JUN 11 1962  
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# KAET

# CHANNEL 8

ARIZONA EDUCATIONAL TELEVISION

June 4, 1962

Mr. William G. Harley  
President  
NAEB  
1346 Connecticut Avenue N.W.  
Washington 6, D. C.

Dear Mr. Harley:

Thank you for your recent memorandum in regard to the proposed experimental television production to be undertaken by the NAEB.

At this time I would like to assert our station's view towards the NAEB's entering into television programming. "I feel that the present service being offered by NET is more than sufficient to serve the present needs of affiliated ETV stations. I do not feel that the NAEB should establish and maintain a programming and production aspect of operations that in any way would lead to a dilution of efforts or drain off funds that may, in the future, be made available to potential underwriters for NETRC programming."

I feel that the programming aspects of television should not be a function of NAEB. It is my view that NET serves this function quite capably and quite completely and that NET should continue to serve educational stations in this capacity. NAEB's entering into a programming service can only lead to a competition for funds at a time when such funds are extremely difficult to come by, and lead to a confusion on the part of underwriters and those who would contribute to ETV's development.

I feel that the NAEB can most effectively serve its TV members when efforts are extended in those areas where NAEB can be most effective. Programming and production is not one of these areas. I feel there are enough programs available from regular sources to serve the ETV stations at this time and that the proposed programming to be entered into by NAEB will not appreciably add to the available programming to compensate for the potential damage it might do in diluting the efforts of our primary TV programming source, NETRC.

Sincerely,

*Sheldon P. Siegel*  
Sheldon P. Siegel  
Station Manager

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NAEB HEADQUARTERS

JUN 6 1962

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cc: Loren Stone 7 8 9 10 11 12 1 2 3 4 5 6 PM

ARIZONA STATE UNIVERSITY, Tempe, Arizona

CHANNEL  
STUDIOS—UNIVERSITY OF WASHINGTON



TRANSMITTER—EDISON TECHNICAL SCHOOL

**KCTS (TV)**

COMMUNITY TELEVISION SERVICE  
SEATTLE 5, WASHINGTON

To: All ETV station managers

From: Loren Stone

I regret finding myself in complete disagreement with Bill Harley on the matter of NAEB's entering into television program productions, but I am -- and feel constrained to write each of you expressing my concern.

Attached is a copy of a memorandum I recently sent to the ETV stations in NAEB Region VI, which I have been representing as TV director, which essentially states my opinion.

If you are one of the "stations (which) have indicated a need for more distinctive ETV programs than are currently available from regular sources" to quote Bill's May 25th memorandum, you should give him the encouragement he is seeking.

If, however, you are concerned over the potential dilution of NETRC's efforts to produce good programming for us within the ability of the stations to pay and of the availability of outside underwriting, then I hope you will express that concern to him.

cc: Bill Harley, President, NAEB  
Dick Hull, Chairman of full board, NAEB  
Ray Hurlburt, Chairman TV Board, NAEB

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NAEB HEADQUARTERS

JUN 5 1962

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CHANNEL  
STUDIOS—UNIVERSITY OF WASHINGTON



TRANSMITTER—EDISON TECHNICAL SCHOOL

**KCTS(TV)**

COMMUNITY TELEVISION SERVICE

SEATTLE 5, WASHINGTON

May 23, 1962

To: Television Members of NAEB Region VI

From: Loren Stone, TV Director, Region VI

I feel I should report to you on action taken at the recent meeting of the NAEB Board in Columbus, Ohio, May 2, 1962, on a matter which I opposed vigorously because I believed the majority of television stations which are members of NAEB were opposed to such action:

The Full Board of NAEB approved the following action: "That the NAEB President, on an experimental basis for a two year period, be empowered to enter into contracts for package productions of ETV programs".

The above motion had been presented to the Television Board earlier the same day by John Schwarzwalder, Director of Region IV, but it was approved by the TV Board only with the addition of an amendment that the recommendation be submitted to a vote of the TV active members of NAEB for their majority approval. It was this amendment which the full board deleted.

I have been seriously concerned for some time at the effort to create, through NAEB, another television programs service competitive with NETRC. The stations, themselves, now provide but about 1/6th the cost of the NETRC programs -- the balance of the cost being provided by foundation or underwriter support. I do not believe the stations can afford another service, or that NAEB can finance a service of any consequence from other than station funds.

To the extent that NAEB will seek or accept underwriting financing of programs they are confusing the national image of educational television programming and creating a competition for the present program service which may decrease its effectiveness by far more than the value of the new programs to be produced by or for NAEB.

I think it was entirely inappropriate for the full NAEB board, which has a majority of non-television members, to over-ride the TV Board on a matter which primarily affects the television members.

cc: Bill Harley, President, NAEB  
Dick Hull, Chairman of full board, NAEB  
Ray Hurlburt, Chairman TV board, NAEB



W H Y Y  
EDUCATIONAL RADIO AND TELEVISION

RICHARD S. BURDICK  
MANAGING DIRECTOR

1622 CHESTNUT ST., PHILADELPHIA 3, PA.  
LOCUST 8-2370

June 1, 1962

Mr. William G. Harley  
President  
NAEB  
Dupont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Dear Bill:

In response to your memorandum of May 25, 1962 regarding experimental TV production by the NAEB, my feelings are as follows:

The NAEB has a right to consider independent TV program production, for the purpose of determining competence and quality of contribution in this area. However, since this effort involves a major policy change, the Board of Directors should have sought a wider expression of support from the TV members before making its decision. It was undemocratic and arrogant of the full Board to override the TV Board on a matter which so directly affects the TV members.

In his letter of May 24, 1962 to Hartford Gunn, Ray Hurlbert stated that he had sought opinions on this matter from a "number" of NAEB active TV members other than the TV Board members. I wonder how many and whose opinions were sought? To my knowledge, none of them were in Region I.

I am not disturbed by the competitive factor raised by Loren Stone in his memorandum of May 23, 1962 to members of Region VI; the only really important initials in respect to a national image are ETV, not organizations. However, as the manager of an NAEB active TV member station, as an individual member, and as chairman of the TV Planning Committee, I feel frustrated and infuriated by an action that I can only regard as cavalier and hostile.

RECEIVED  
NAEB HEADQUARTERS

Sincerely,

JUN 1 1962  
c.c.m: Hartford Gunn  
718 Richard Hull 516  
Raymond Hurlbert  
Leslie Martin, Jr.

Keith Nighbert  
Donald Schein  
Loren Stone  
Donald Tavaner

Richard S. Burdick  
Executive Vice President  
and General Manager

WHYY, INC. WILLIAM GOLDMAN, PRESIDENT ALLEN T. BONNELL, VICE PRESIDENT RALPH W. PITMAN, TREASURER MRS. RALPH J. ROBERTS, SECRETARY  
DONALD K. ANGELL RICHARD M. BURGESS ANTHONY R. CATRAMBONE W. LAYTON HALL GEORGE H. HENRY A. LEON HIGGINBOTHAM, JR.  
LOUIS P. HOYER PHILIP KLEIN J. HARRY LABRUNE JAMES J. LA PENTA, JR. LIONEL F. LEVY RT. REV. MSGR. E. M. REILLY JOHN B. ROBERTS  
ABE S. ROSEN WILMER E. SHUE ALVIN A. SWENSON HON. JAMES H. TATE GRANVILLE S. THOMAS  
EDWARD F. TOOHEY ALLEN H. WETTER MRS. H. GILBERT WILSON  
LEWIS WEINSTOCK, ESO., LEGAL COUNSEL



learning has no age limit

GEORGIA CENTER For CONTINUING EDUCATION

university of georgia/athens

MAY 31, 1962

MR. WILLIAM G. HARLEY  
PRESIDENT  
NAEB  
1346 CONNECTICUT AVENUE, N. W.  
WASHINGTON 6, D. C.

DEAR BILL:

I AM RESPONDING TO YOUR MEMORANDUM ON EXPERIMENTAL TV PRODUCTION BY NAEB.

THE INFORMATION YOU HAVE GIVEN US IN THE MEMORANDUM IS FROM MY POINT OF VIEW RATHER SKETCHY. HOWEVER, SINCE I KNOW YOU DON'T WANT TO SIT DOWN AND ANSWER A BUNCH OF QUESTIONS POSED BY EACH INDIVIDUAL MEMBER, I WILL REACT TO YOU ON THE BASIS OF WHAT I ASSUME YOUR MEMORANDUM MEANS RECOGNIZING THAT SOME OF THESE ASSUMPTIONS MAY HAVE ALREADY BEEN ANSWERED IN YOUR DETAILED PLANS. "FIRST, EVERY STATION CAN ALWAYS USE "MORE DISTINCTIVE" ETV PROGRAMS, BUT I AM NOT CERTAIN THAT NAEB IS PARTICULARLY IN A POSITION TO CONTRACT OR SUB-CONTRACT FOR SUCH PROGRAMS BETTER THAN EXISTING AGENCIES. SECONDLY, CERTAINLY NO ONE CAN OBJECT TO LEGITIMATE EXPERIMENTATION. I DO NOT. HOWEVER, IF THE EXPERIMENT IS CONDUCTED TO DETERMINE WHETHER NAEB CAN PRODUCE "MORE DISTINCTIVE" PROGRAMS, THAT IS ONE THING. IF THE EXPERIMENT, HOWEVER, IS CONDUCTED WITH A SECOND GOAL OF IMPROVING NAEB'S FINANCIAL STATUS, I BELIEVE THIS HAS ELEMENTS OF DANGER."

MANY SUCH PRODUCTION EXPERIMENTS LOSE MONEY RATHER THAN MAKE MONEY. IN EITHER EVENT IT IS MY PERSONAL BELIEF THAT NAEB SHOULD, AT LEAST A GOOD MANY YEARS AHEAD, DEVOTE ITS MAJOR ENERGIES TO IMPROVING ITS STATUS AS A PROFESSIONAL ORGANIZATION. IF THE PRODUCTION EXPERIMENT PROVES SUCCESSFUL, I WOULD ASSUME THAT THIS WOULD RESULT IN NAEB LOOKING TOWARD A POLICY OF CONTINUED PRODUCTION IN HEAVIER AMOUNTS. IF SO, I WOULD HAVE TWO CONCERNs. "FIRST, I AM PERSONALLY NOT CONVINCED THAT NAEB SHOULD BE REGULARLY ENGAGED IN TELEVISION PRODUCTION. SECONDLY, THIS KIND OF ACTIVITY, I FEAR, COULD DRAIN AWAY CONSIDERABLE NAEB ENERGY FROM WHAT I CONSIDER TO BE OUR ORGANIZATION'S MAJOR PURPOSE."

*RECEIVED  
HEADQUARTERS*

JUN 4 1962

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MR. WILLIAM G. HARLEY  
PAGE 2  
MAY 31, 1962

IN ADDITION TO THE ABOVE <sup>1</sup> I QUESTION THE VALUE OF PRODUCTION OF THE KIND YOU DESCRIBE, EXPERIMENTAL OR NOT, THAT DOES NOT CARRY WITH IT THE ASSURANCE OF DUPLICATION, DISTRIBUTION, AND USE. <sup>1</sup>

I WOULD HOPE THAT IF THE EXPERIMENT IS CONDUCTED THAT BOTH KINDS OF UNDERTAKINGS YOU BRIEFLY DESCRIBE MIGHT CARRY A SET OF SPECIFICATIONS WHICH WOULD BE MADE AVAILABLE TO ALL NAEB MEMBER PRODUCING ORGANIZATIONS, BOTH FILM AND TELEVISION. UNDER THIS CONCEPT ANY INTERESTED MEMBERS COULD THEN SUBMIT THEIR QUALIFICATIONS, FINANCIAL REQUIREMENTS, ETC., AND THE ACTUAL PRODUCER BE SELECTED ON THE BASIS OF THESE.

WHAT I HAVE SAID IN THIS LETTER I AM SURE SOUNDS NEGATIVE. PERHAPS THIS IS BECAUSE I AM NOT WELL BRIEFED ON THE BACKGROUND WHICH HAS LED TO THE NAEB BOARD'S MOTION. I ASSURE YOU I AM WHOLEHEARTEDLY IN FAVOR OF ANY NAEB ACTION WHICH WILL STRENGTHEN THE POSITION OF OUR NATIONAL ORGANIZATION PROFESSIONALLY. PERHAPS AN EXPERIMENT IS NECESSARY TO DETERMINE WHETHER TELEVISION PRODUCTION IS THE PROPER BUSINESS FOR NAEB. IF SO, <sup>1</sup> I DEEPLY HOPE THAT EVERY POSSIBLE STEP IS TAKEN TO INSURE THAT THIS KIND OF PROJECT WILL STRENGTHEN RATHER THAN WEAKEN THE ORGANIZATION. <sup>1</sup>

CORDIALLY,

*Gerard L. Appy*  
GERARD L. APPY  
ASSOCIATE DIRECTOR

GLA:GJ



*Lowell Institute Cooperative Broadcasting Council  
Educational television Channel 2, FM radio 89.7 mc  
238 Main Street, Cambridge 42, Massachusetts  
UNiversity 4-6400*

June 1, 1962

Mr. William G. Harley, President  
National Association of Educational  
Broadcasters  
DuPont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Dear Bill:

In reply to your memo of May 25th re experimental television production,  
I stand behind my statement at the Board Meeting that I would favor NAEB  
trying television production on an experimental basis. I share many of  
the doubts and concerns of Loren Stone on this matter, but think that the  
only way to prove the value of such a service to the NAEB and to the  
members may be to set up a trial run and see how it goes.¶

¶ A brief discussion with Jack White indicated no opposition or hostility on  
his part to the NAEB proposal.¶ In fact, John Schwarzwalders fears I think  
are completely groundless. If anything, I get the feeling that this clears  
the air so far as both organizations are concerned -- with both now being  
free to do what they want to do in whatever field they chose.

¶ This may pose problems for those of us who hold membership and affiliate  
status with both organizations; but at least on the administrative level  
the situation has been clarified.¶

With best wishes.

Sincerely,

Hartford N. Gunn, Jr.  
General Manager, WGBH

HNGjr:eh

cc: Mr. Richard B. Hull  
Mr. Raymond D. Hurlbert

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NAEB HEADQUARTERS

JUN 4 1962

Council Members *Lowell Institute, Boston College, Boston Symphony Orchestra, Boston University, Brandeis University, Harvard University, Massachusetts Institute of Technology, Museum of Fine Arts, Museum of Science, New England Conservatory of Music, Northeastern University, Tufts University*  
Affiliations *National Educational Television, Eastern Educational Network, National Association of Educational Broadcasters, Educational Radio Network*

RADIO/TELEVISION



TEXAS  
AUSTIN 12, TEXAS

ROBERT F. SCHENKKAN  
Director

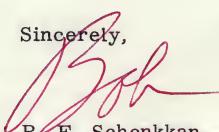
May 31, 1962

Mr. William Harley  
NAEB Headquarters  
DuPont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D.C.

Dear Bill:

As well as I understand your description of May 25th of the Experimental TV Production project, I approve. // I would approve even more if proposal number 1 included the possibility of sub-contract by NAEB members, and if project number 2 also had contained the possibility of production by NAEB members. // I recognize the difficulties inherent in both of these proposed changes and would find the original proposal acceptable if these are not feasible.

Best personal regards.

Sincerely,  
  
R. F. Schenkkan

RFS:db

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JUN 4 1962

AM 7|8|9|10|11|12|1|2|3|4|5|6  
PM

1

*Free  
ETV Prod. memo*

UNIVERSITY OF MIAMI  
P. O. BOX 8021  
CORAL GABLES, 46, FLORIDA

DIVISION OF COMMUNICATIONS SERVICES

May 29, 1962

Mr. William G. Harley, President  
National Association of Educational  
Broadcasters  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

✓ Dear Bill:

Thank you for your answer concerning our queries on the Federal Aid to ETV bill. We will be waiting for further clarification of the provisions.

Concerning your memo of May 25, 1962, Re: Experimental TV Production, the University of Miami Division of Communications Services in conjunction with the Radio-TV-Film Department of the UM is and has been for years engaged in the production of films and TV tapes for outside agencies. "The possible production experiment as outlined in your memo is a logical extension of NAEB activities and is an experiment in which we would enjoy participating."

We will be awaiting your final plan on the development of such an experiment.

Sincerely,  
*Roy*  
Roy J. Johnston  
Director

RJJ:mbh

CC: Paul Nagel, Jr.

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NAEB HEADQUARTERS

MAY 31 1962

AM PM  
7|8|9|10|11|12|1|2|3|4|5|6

WTDS

*The Radio Voice of the Toledo Public Schools*

91.3-FM

Radio-TV Education Department . . . 1901 West Central, Toledo 6, Ohio . . . Greenwood 9-5373

HARRY D. LAMB

DOROTHY KELLOGG

MILDRED COWELL

DOROTHY MATHENY

May 29, 1962

ETV Part

Mr. William G. Harley  
NAEB  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Subject: Experimental TV Production

Dear Bill,

There is no question in my mind about the propriety of originating the two television series mentioned in your letter of May 25. The content of the two series is the important consideration. If they originate in Washington then I should assume that the content centers upon areas which only the Washington locale and resources can develop fully and effectively. If the educational series is sub-contracted to an NAEB member then it could deal with any subject within the competence of the originating station.

I am curious about the second series "designed primarily for foreign consumption (possibly in one or more foreign languages as well as in English), financed by a government agency, and produced directly by NAEB in Washington." I see it as a prestige item, but not as one of immediate value to us unless in French, German, Spanish, or, possibly, Russian. This is the short, local view of course, subject to modification based on more information from you.

Sincerely,

*Harry*  
Harry D. Lamb  
Director WGTE-TV

HL/zc

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NAEB HEADQUARTERS

MAY 31 1962

AM PM  
7|8|9|10|11|12|1|2|3|4|5|6

WNED-TV

Channel 17

ETV Prod

HOTEL LAFAYETTE, BUFFALO 3, N. Y. • TL 4-4756

May 29, 1962

✓ Mr. William G. Harley  
President  
National Association of Educational  
Broadcasters  
DuPont Circle Office Building  
1346 Connecticut Avenue, N.W.  
Washington 6, D. C.

Dear Mr. Harley:

Les Martin, Jr., WNED-TV General Manager, has asked me to answer for him your memorandum of May 25, 1962 regarding experimental TV production by NAEB.

We feel very strongly that the action taken by the Board of Directors was somewhat arbitrary and bypassed those most concerned--the ETV stations themselves--some of whom may have reservations or questions concerning the proposal. It is for this reason that the Region I ETV station managers met recently and requested our regional director, Hartford Gunn, to write to you stating our case. I believe his letter fairly expresses our feelings in the matter.

We are a relatively new member of NAEB and had been led to believe that the Association operated democratically, and that major policy changes were made by the membership. We were disillusioned by the manner in which the suggestions of Mr. Gunn and Mr. Stone regarding the polling of ETV stations were rather summarily dismissed.

We feel this is quite a change in direction for NAEB, and as such should be brought to a vote of the members.

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NAEB HEADQUARTERS

MAY 31 1962

AM 7|8|9|10|11|12|1|2|3|4|5|6

NEW YORK STATE'S first EDUCATIONAL TELEVISION STATION

17

Mr. Harley  
page 2

" As Mr. Gunn mentioned, if the above is not brought to NAEB members for consideration, we will have to seriously evaluate our continued membership in NAEB."

Sincerely,

*J. Michael Collins*

J. Michael Collins,  
Director of Development

JMC/nw

CC:

Hartford Gunn  
Richard Burdick  
Keith Nighbert  
Donald Schein  
Donald Tavener

THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN

GARNET R. GARRISON  
*Director of Broadcasting*

310 MAYNARD STREET

May 31, 1962

Mr. William G. Harley  
President NAEB  
1346 Connecticut Ave. N.W.  
Washington 6, D.C.

Dear Bill:

This is in response to your memorandum of May 25th concerning experimental TV production.

Such an undertaking by the NAEB is desirable. Speaking for the U of M TV Center we would be interested in being considered as a sub-contractor for NAEB for programs described in point 1. on the second page.

Since we do not use program material I cannot speak on that point.

Sincerely,



Garnet R. Garrison

GRG:nf

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NAEB HEADQUARTERS

JUN 4 1962

AM 7 8 9 10 11 12 PM 1 2 3 4 5 6

*ETV Prod.*

OREGON STATE SYSTEM OF HIGHER EDUCATION  
GENERAL EXTENSION DIVISION

May 29, 1962

DEPARTMENT OF EDUCATIONAL MEDIA  
OFFICE OF KOAC-AM-TV  
COLLEGE CAMPUS  
CORVALLIS, OREGON

✓ Mr. William G. Harley  
President, N A E B  
1346 Connecticut Avenue, NW  
Washington 6, D. C.

Dear Bill:

I am just as much against the NAEB going into the production of a package for ETV as I was against the NETRC going into network radio programming, and for many of the same reasons.

" Two competing organizations which seek to speak for a group of stations in the search for program material and for donors of production funds cannot help but confuse the "image" of educational radio or educational television. "

" The strength of the radio network is in having one strong organization, not two competing services. Likewise the strength of the ETV network is in having one group of affiliates and one central approach to the dollars with which to produce network programs. It seems to me that the affiliates and the NETRC have a good working agreement on this approach for such production funds. NAEB entry into this field could only confuse the problem for everyone concerned. "

" I would also be concerned about the idea of seeking donor participation and production of a series without the additional commitments regarding duplication and distribution. " We know that the masters of a series on tape or in the cans will be of no use until duplication has occurred and distribution made. It would appear that these items are just as much a part of the initial consideration as are financing and production.

In view of the above reactions, I would be happy to see the final plan one of leaving development of ETV programming to the Center and its affiliates.

Sincerely,

*James M. Morris*  
James M. Morris,  
Manager, KOAC-AM-TV

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NAEB HEADQUARTERS

JMM:rr

cc: Loren Stone  
Ralph Steele

MAY 31 1962

AM 7 8 9 10 11 12 1 2 3 4 5 6  
PM

COLLEGE OF WILLIAM AND MARY  
FOUNDED IN 1693  
WILLIAMSBURG, VIRGINIA

May 28, 1962

Mr. William G. Harley  
NAEB  
1346 Connecticut Ave., N.W.  
Washington 6, D.C.

Dear President Harley:

The College of William and Mary is now operating a closed circuit television system complete with a video tape recorder.

I feel that we would be interested in a program of NAEB video tapes. Our interest would be both from the using and producing point of view. I shall be interested in hearing further on this subject.

Sincerely,

*Carl G. Balsom*

Carl G. Balsom  
Director of Radio-TV

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NAEB HEADQUARTERS  
NAEB

MAY 29 1962

AM 7 8 9 10 11 12 1 2 3 4 5 6  
PM 7 8 9 10 11 12 1 2 3 4 5 6

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"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
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Supported by a Humanities Collections and Reference Resources grant from  
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